

I. C. M. A. CONVENTION NUMBER THE EDITOR AND PUBLISHER AND JOURNALIST

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NO MERIT IN BOYCOTT.

AUTHORITIES SAY CONTROL OF PRESS BY ADVERTISERS WOULD RUIN BUSINESS.

Henry B. Joy's Suggestion Meets With Opposition from Representatives in Every Field—Power of Newspaper Comes from Independence—Would Reduce Its Value as Ad Medium—Could Do No Good.

Henry B. Joy, president of the Packard Motor Car Company of Detroit, stirred up a hornet's nest among the business men and recognized authorities in the advertising world this week by a suggestion that advertisers would do well to withhold all business from publications in which views were expressed which seemed to the advertiser contrary to the country's business.

Mr. Joy's suggestion was incorporated in a letter to Marshall Cushing of New York, in which he said partly as follows:

I think every intelligent advertiser is today studying in the highest degree how he can place his advertising so as best to promote the welfare of his business and that of his employes. If you were a business man selling goods at wholesale or at retail, or manufacturing them, would you advertise in publications which were seeking in every way to destroy business possibilities by creating conditions under which business could not thrive or exist except in a most modified degree over what would be possible by return to intelligent conditions?

Certainly no manufacturer desires in any way to purchase or dictate the editorial or business policy of any publication, but certainly it is his privilege to refrain from advertising in a publication which in his judgment is doing his business more harm by the doctrines which it advocates than he can receive in any possible way in benefit to his business by advertising therein.

The New York Herald called on representative business men, editors, publishers and advertisers of the nation to express their attitude on Mr. Joy's scheme, with the result that all declared, almost with unanimity, that such a boycotting policy could do no possible good and might lead to business disaster.

Frank Le Roy Blanchard, editor of THE EDITOR AND PUBLISHER, said:

"It seems to me that when the advertisers get into such a position that they can dictate to the newspapers what shall be placed in the editorial columns then it is a pretty bad day for the newspapers. The power of the newspaper comes from its independence. If advertisers can compel the newspapers to do what they want by bestowing or withholding advertising the newspapers would soon lose the commanding position they now hold.

"I do not believe that any number of general advertisers would undertake to whip the newspapers into line to do a thing of that kind. Mr. Joy evidently is speaking only for himself—he must stand alone in a position of this kind. The same thing has been tried at other times and in other ways, but it never has been a success."

W. H. Ingersoll of Robert H. Ingersoll & Bro., declared that the editorial opinions of the country ought never to be influenced by the advertisers, and no one ought to seek it. It would reduce the value of the newspapers as advertising mediums.

"I think," said O. C. Harn, advertising manager of the National Lead Co.: "Mr. Joy meant to refer only to publications which publish things which are not in any way good for good business."

"The idea is not right," said William J. Cloud, a banker and president of the Baltimore Ad Club. "No man who fully understands the advertising business could give it serious consideration."



LOADED TO THE GUARDS FOR A GOOD TIME.

"Sir Sidney's barge is seen
And his crowd of blushing beauty.
We hope he'll find us clean,
And attentive to our duty."

"We sail the lakes so blue,
And our saucy ship's a beauty
We're sober men and true,
Attentive to our duty."

CAPITAL CITY NEWS SOLD.

Syndicate Purchases Jefferson City's Only Morning Newspaper.

The Capital City News, an independent newspaper of Jefferson City, Mo., and the only morning daily of that city, has changed hands. A syndicate of which Mord McBride, Charles M. Buchanan, Martin Pohlman and Edgar Hestend are members has purchased the plant from O. Gordon Pickett.

It is understood that E. S. Austin will continue as editor of the paper and that it will remain independent in politics. Mr. McBride was formerly editor of a paper at Tusculuma.

Iowa Workmen's Compensation Law.

Replying to an inquiry regarding the departments of a newspaper which will be protected under the Workmen's Compensation Law, effective July, the Iowa Industrial Commission has ruled that editors, reporters, heads of departments, mechanical force, press room employes and carrier boys come under the provisions of the law. Persons in purely clerical positions are not included, unless they are required to go into rooms where machinery is operated. Newsboys who sell papers on the streets are considered independent contractors, and the newspaper publisher is not responsible for them.

Grand Rapids Daily Leader Launched.

The Grand Rapids (Wis.) Leader, a new daily newspaper, has made its appearance in that city. It is published by Cooley & Emmons, editors and publishers of the Wisconsin Valley Leader, a weekly paper.

SPENCER, IA.—Hamilton & Son have sold the Sheldon Sun to Otto Bartz.

Cedar Rapids to Have New Daily

Roy Stewart, of the Cedar Rapids (Ia.) Tribune, is the promoter of a project to publish a new daily in that city. A syndicate is backing him, and there is every prospect of the new enterprise being launched early next month. Considerable capital has been pledged. Additional equipment will be installed in the Tribune to take care of the new paper.

New Sporting Daily in New York.

The Tri-Daily Sporting Bulletin is a new publication issued at 213 West Fortieth street, launched by William Patton, formerly of the New York Globe. A complete plant has been installed, including cylinder and job press and a well equipped composing room.

Newark Police Seek Missing Editor.

Kenneth B. Douglass, for five months religious editor of the Newark (N. J.) Evening News, disappeared last week, leaving his bride of six weeks ignorant of his whereabouts. Douglass was formerly of Toronto, Can., is a graduate of two colleges and a Doctor of Philosophy. The Newark police are now seeking him on a charge of perjury in connection with his marriage license. It is said there is also a warrant for Douglass' arrest on a charge of giving a check on a bank in which he had no account.

Gives \$100,000 for French Athletes.

Basin Barboff, one of the proprietors of the Paris Excelsior, has given \$100,000 to the French National Committee of Sports. He contributed this sum to cover the expenses of training athletes to compete as representatives of France at the Olympic games to be held in Berlin in 1916.

I. C. M. A. CONVENTION.

ANNUAL MEETING TO BE HELD ON LAKES SUPERIOR AND HURON NEXT WEEK.

Three Hundred Members Leave Sarnia on the Noronic This Afternoon for a Six Days' Trip on the Lakes—Some Details of the Event—Speakers to Talk to Audiences That Cannot Escape—Entertainment Features.

If you happen to be in Sarnia, at the foot of Lake Huron, at 3:30 o'clock this afternoon, you will see draped around the edges of the decks of the steamship Noronic, just as she leaves the dock, like lace around a woman's neck, groups of distinguished looking men wearing badges, brightened here and there by pretty girls and smartly dressed matrons. They are members of the International Circulation Managers' Association, who, accompanied by their wives and daughters, are to hold a four days' convention during the steamship's trip to Duluth and back.

They are out for a good time but they are also out for a serious purpose—to take counsel together upon the things that enter into their life's work—circulation problems. The program is an interesting one from start to finish. The list of speakers includes among others R. J. Corrigan, of the St. Louis Times; J. M. Schmid, of the Indianapolis News; John B. Cox, of the St. Paul Dispatch-Pioneer Press; William J. Little, of the Montreal Star; John N. Toler, of the Atlanta Constitution; Daniel Nichol, of the New York Mail; J. J. Lynch, of the Cleveland Post; Maurice J. Levy, of the Cincinnati Post, and G. E. Johnson, of the Louisville Courier-Journal.

CINCH FOR SPEAKERS.

One of the advantages the speakers will have over those who address conventions on shore is that the audience can't get away. None of the members can offer the excuse that he has to leave to keep a lunch engagement, or take an automobile ride around town with "a friend," or go to the theater, or call upon an old schoolmate. No, sir, he has got to stay right there on the boat and attend the meetings and listen to the speeches whether he wants to or not. Therefore the speakers will always have the pleasure of talking to a full house. Rows of empty chairs will not stare them in the face as they sometimes do when the convention hall has many exits and is surrounded by attractions that are greater than those within its walls.

SUNDAY'S SCENERY.

Sunday morning, when the bugle calls for breakfast, the party will pass Detour Light, at the entrance to St. Mary's River, and all that day there will be a panorama of river scenery until Sault Ste Marie is reached and a stop of two hours will be made. This will enable the members to inspect (not pick) the largest fresh water locks in the world, where the enormous traffic of the lakes is lifted or lowered from the level of Lake Superior to that of Huron and Michigan. Soon after leaving Whitefish Point late in the afternoon, land disappears, and the members will find themselves enjoying fresh water sea voyage, for land will not be seen until Monday morning, when Thunder Cape is sighted, soon to be followed by entrance to the beautiful land-locked Thunder Bay, and docking at the twin cities—Port Arthur and Fort William, Ont.

The entire day, Monday, will be spent in and between these two cities, and

(Continued on page 1080.)

CHICAGO HAPPENINGS.

Record-Herald Showing Up Swindling Schemes—Reporter Arrested as a Trespasser—Author's Night at the Press Club—Garrick Theatre Uses Newspapers Exclusively—Western Advertising Golfers Play June 16.
(Special Correspondence.)

CHICAGO, June 10.—Now that the war has let up and released some space local papers are turning attention to get-rich-quick schemes with a view of advising their readers to safer investments. The Tribune has inaugurated an investor's guide and the Record-Herald is daily exposing schemes of local sharpers.

The other day Mark Morton, a wealthy merchant who has been much mortified by continued newspaper reports of his daughter's escapades, captured a Chicago American reporter as a trespasser at his country place and took him to jail. He was released on bail and at the hearing next day was discharged. He has since filed a \$50,000-damage suit.

Paul Crissey has resigned his position with the Record-Herald and gone to the Journal.

Saturday evening was authors' night at the Chicago Press Club. There were given readings from their works and talks by Opie Reid, William Lightfoot Visscher, Mary Moncure Parker, Forrest Crissey, and Charles N. Wheeler. Charles Lederer gave a chalk talk and a musical program was rendered. The lake front problem was discussed at the Press Club late last week by former State Representative Chipfield, Henry W. Lee and Seymour Stedman.

Charles N. Wheeler may become connected with a Springfield, Ill., paper, according to a late report.

MISS COLSON HEADS PRESS CLUB.

Miss Ethel Colson has been elected president of the Woman's Press Club; Mrs. Elizabeth Reed, first vice-president; Mrs. Ida Gibson, second vice-president; Mrs. Grace Smith, third vice-president; Miss Maude Oliver, recording secretary; Mrs. Elizabeth Nolan, corresponding secretary; Mrs. Estelle Ryan Synder, treasurer.

The Garrick Theater is the latest convert to newspaper advertising exclusively. During the current engagement of Olga Petrova in "Panthea" the theater will use newspapers exclusively. Other theaters have tried that plan and found it worked all right.

Douglas Malloch is said to be about the only Chicago poet who has made a financial success of writing in that line.

The Western Advertising Golfers' Association announces its second tournament of the season to be held at the Glen Oak Country Club on June 16. There will be many prizes and a large turnout is anticipated.

First Issue of Hearst's Hustler.

The circulation department of the Atlanta Georgian and Hearst's Sunday American has just issued the first number of the Hearst Hustler for distribution among the newsdealers, newsboys and agents who handle those newspapers. Two pages are devoted to a display advertisement announcing \$200 in prizes to those making the best record by July 1.

Moist Buys Ida Grove Pioneer.

The Ida Grove (Ia.) Pioneer has been purchased for \$10,000 from Frank P. Clarkson by John H. Moist. The new owner comes from Alliance, Neb., where he was recently a member of Moist & Sallows and held a half interest in the Times. Mr. Clarkson is obliged to seek a milder climate as he has for years suffered with rheumatism.

Under assignment to cover Asbury Park and nearby Jersey shore resorts for the summer season, William C. Park, of the Newark (N. J.) Evening News staff, will be transferred from the News' Washington bureau to take charge of the News' Asbury Park shore office.

PITTSBURGH JOTTINGS.

Local Advertising Club Will Send a Large Delegation to Toronto.
(Special Correspondence.)

PITTSBURGH, PA., June 8.—Pittsburgh will be well represented at the convention of the Associated Advertising Clubs of America, to be held in Toronto, Canada, June 21 to June 25. The comparatively short ride between the two cities will allow a large delegation from this vicinity to attend the convention. Some may be able to stay only a couple of days, but the many will remain for the five days.

Frank J. Markey, who has been the Pittsburgh manager for the International News Service, has returned to New York for duty in the offices of the general manager. Mr. Markey, who has been in Pittsburgh a year, and who is probably the youngest man holding such a responsible position, was a hustler here and got good results. He is succeeded in Pittsburgh by Charles Kane, formerly of the Chicago Examiner, who is well posted on what the International News Service wants.

The newspapers of Pittsburgh are taking great interest in the coming annual convention of real estate men, to be held here next month. Realty men from every section of the United States and Canada will attend the convention, and it is hoped through the newspapers and otherwise, to have the delegates and visitors carry away a good impression of this great industrial, educational and civic center. Special plans are being laid for the entertainment of the visiting women.

W. P. Beazell, of the New York World local staff, was in Pittsburgh last week on some special work, and while here paid a flying visit to the home of his parents near Monongahela City, just above Pittsburgh. His father, Rev. Dr. B. F. Beazell, had not been very well for some time but is much improved.

Chas. O. Knowles, of Toronto, Canada, manager of the Canadian Press telegraph service, was a recent visitor in Pittsburgh in connection with newspaper work.

John F. Steele, a former well-known Pittsburgh and Washington, D. C., newspaper man, was a visitor in Pittsburgh Saturday.

MUST REDUCE FREIGHT RATES.

Commerce Commission Issues Order Against Railroads on Shipment of News Print.

Freight rates on the shipment of news print paper from points in Ontario, Canada, to Michigan cities are held to be unjust and unreasonable in a decision made last week by the Interstate Commerce Commission at Washington. The Duluth, South Shore & Atlantic, The Grand Rapids & Indiana, the Michigan Central, the Pere Marquette and other railroads are ordered to cease charging their present rates after August 1 and not to charge any rates in excess of those contemporaneously in effect over their lines for the transportation from Wisconsin points to the same destinations.

Complaint was made in this case by the Lake Superior Paper Company. The cities affected by alleged discriminating rates on news print paper from Ontario points were Grand Rapids, Bay City, Saginaw, Jackson, Port Huron, Owosso, Flint, Lansing, Battle Creek, Kalamazoo, Niles, Adrian and Detroit. The average distance of these cities from the point of shipment is 344 miles. The average rate per 100 pounds is 15.1 cents. The average rate asked for per 100 pounds is 12.9 cents.

The railroads complained against are now ordered to establish by August 1 a reasonable rate on the transportation of news print paper in carloads from Wisconsin to Michigan destinations.

The Autoplate Company, the Henry A. Wise Wood Company and the Word Flong Company, of No. 1 Madison avenue, has moved into new and larger quarters at 25 Madison avenue.

GERMANY WOULD SWAY PRESS.

Commercial News Agency Started by Government to Boom the Fatherland Abroad.

A special cable from Berlin to the New York Times, Sunday, tells of the publication in the Deutsche Export Revue, the official organ of the German shipping and export trade, of the details of an elaborate scheme worked out by the German government in conjunction with the leading industrial, shipping and financial authorities, for exploiting the foreign press on behalf of German commerce.

The German Foreign Office, it is said, guaranteed to furnish \$62,500 to launch the new syndicate for a German news service abroad, provided a similar amount was raised in business circles. This condition has been fulfilled by contributions of \$250 each from practically all the important industrial and financial concerns in the country, and the syndicate is understood to be already in operation.

The parent establishment is an existing news bureau, whose activities gradually are to be extended throughout the world, especially in the direction of replying in proper form to anti-German news and attacks on Germany.

The managerial committee includes Herr von Borsig, head of the well-known locomotive firm, and the official Deutsche Bank. The syndicate has been formed provisionally for three years. Each member agrees, in addition to his contribution to the foundation fund, to pay an annual subscription of \$250. As every \$250 confers the right of one vote, it is pointed out that the Foreign Office, with its subscription of \$62,500, will be enabled to exercise a strongly influential voice in the management of the syndicate and the extension of its news service.

SAN JOSE TIMES-STAR SOLD.

Louis O'Neal Buys Daily at Sheriff's Sale for \$7,000.

With only one bidder, and on one bid of \$7,000, practically the entire plant of the San Jose (Cal.) Times-Star, an evening paper, including contracts, accounts and routes, was sold last week by Sheriff Langford at public auction. Louis O'Neal was the successful bidder. The sale followed a court order to foreclose a chattel mortgage for \$30,000 to Guy Milnes, who assigned to O'Neal.

The property covers everything that was in the possession of the Times company and the Consolidated Publishing Company in September, 1912, when the mortgage was made. O'Neal holds another judgment for \$2,500, awarded at the same time and practically confessed by the Consolidated Publishing Company, defendant in the action.

It is said that R. D. Cannon, who published the paper two weeks before the creditors came down on it, will resume publication when he can get a clean bill of sale. One page a day is being printed by the receiver to hold the paper's legal status.

Tablet to Thomas Taylor.

On May 30, the employees of the Pottstown (Pa.) News dedicated in the office of the News a tablet to the memory of Thomas Taylor, founder of the News, who died on May 30, 1906, after having conducted the paper for nearly twenty years. A large picture of Mr. Taylor in his familiar fishing costume was also hung in the office. The tablet bears one of Mr. Taylor's declarations: "I don't care whether a man is worth ten million or ten cents as long as he is a man."

Wilmington Delawaren Incorporated.

The Delawaren Publishing Company of Wilmington, Del., has been incorporated with a capital stock of \$100,000 to do a general publishing business and print and distribute a newspaper. The members of the corporation are Hugh N. Norris, Richard S. Rodney, James I. Boyce, all of Wilmington.

NORTHWESTERN NEWS NOTES.

Prince George Post, a New Daily, to Have \$18,000 Publishing Plant.
(Special Correspondence.)

EDMONTON, ALTA., June 8.—Hon. Duncan Marshall, minister of agriculture for the Province of Alberta, who was a newspaper editor and publisher in Ontario and Alberta before accepting a portfolio in Premier Sifton's cabinet, with headquarters at the parliament buildings in Edmonton, has gone to Europe to study methods of agriculture and stock raising.

William A. Milne, general secretary of the Edmonton Industrial Association, which has 700 members, has been sent East in advance of two special trains of delegates and visitors to the Tenth Annual Convention of the Associated Advertising Clubs of America at Toronto. He is making arrangements for the reception and entertainment of the delegates at Winnipeg, St. Paul, Minneapolis, Milwaukee, Racine, Chicago, South Bend, Battle Creek, Lansing, Mount Clemens, Port Huron, Stratford and Guelph.

J. G. Quinn, who was connected with the Edmonton Bulletin ten years ago, has become associated with a group of business men of Prince George, B. C., who will launch a new journal to be called the Post in a short time. The town is a divisional point of the Grand Trunk Pacific railway at the junction of the Fraser and Nechako rivers. Eighteen thousand dollars will be invested in the plant. The Post will specialize in news dealing with the development of the town and district.

Le Progres Albertain, one of the progressive French weeklies of the West, which has been published for years in St. Albert, Alta., has moved its plant to Edmonton. The size has been increased from six to seven columns to the page. It is a well printed and attractive newspaper.

M. R. Jennings, editor and managing director of the Journal, has returned from a stay of six weeks in New York State. He was called to Rochester by the serious illness of his father, who is now convalescent.

J. Ligertwood, financial editor of the Winnipeg Saturday Post, was in Edmonton last week on a tour of Western Canada, studying financial and business conditions.

Press Arrangements at Toronto.

Special arrangements are being made in Toronto to entertain accredited representatives of the press who may accompany the various clubs to the A. A. C. A. Convention. The Toronto newspapers have tendered for the use of the press correspondents the upper floor of the Press Building. The Convention Committee will see that stationery, typewriters and other accommodations necessary to gathering the news will be provided. The telegraph wires are in a building across the street and close at hand. A reception will be tendered to the visiting newspaper men.

Herbert Casson in England.

According to the English newspapers, Herbert N. Casson, of New York, has made a decided hit with advertising men during his stay in London. The Advertiser's Weekly, the leading periodical in that field, says:

"Wherever and whenever he has spoken, both in London and in the provinces, he has been listened to with rapt attention and has roused his audience to a pitch of enthusiasm seldom equalled by any orator. For Mr. Casson has the gift of making business and advertising seem the most engrossing, fascinating subjects on earth, and inspiring an audience."

Photo-Engravers' Convention.

The photo-engravers of the United States will hold their fifteenth annual convention at Indianapolis August 17 to 22. There are 5,500 photo-engravers in the United States who are members of the I. P. E. U., which is 97 per cent of all the photo-engravers in America.

DEALER CO-OPERATION.

How It May Be Secured By Newspaper Publishers — Best Selling Products Are Those Advertised in the Daily Newspapers—Importance of the Dealer in Making General Publicity Pay—Securing Good Will.

By W. C. JOHNSON,

Business Manager Chattanooga News.

[An address delivered before the Southern Newspaper Publishers' Association at Atlanta.]

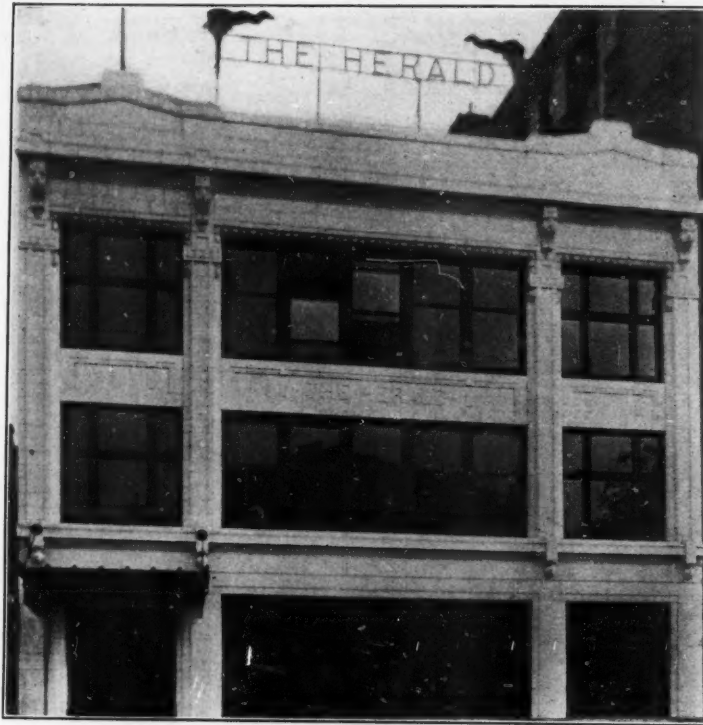
Within the last few years there has been an awakening of manufacturers, especially those recognized as manufacturers of nationally distributed products, to a realization that two very important factors to be reckoned with are the daily newspaper with its concentrated home circulation and the local dealer with his clientele, who are readers of one or more daily newspapers. At no time, however, has the opportunity for both manufacturer and publisher to link up with the dealer been greater than at the present, and the forming of this triple alliance will undoubtedly result in more business for those manufacturers and publishers who are keenly alive to the opportunities which present themselves in this combination which is in no wise in constraint of trade, but, on the contrary, a trade developer in the broadest sense.

Today the best selling products, especially those of home consumption, are those being advertised in the daily newspaper. Many of these were practically unknown until recently. Now they can be found on the shelves of nearly every dealer.

VALUE TO DEALER.

Inquiry will reveal that the dealer recognizes the fact that the advertising of these products in newspapers published in his own town and read by his own, or possible customers, is not only helping to hold his trade by giving them what they want, but is likewise developing trade for him by bringing more customers to his store.

The average retail merchant with an established business is a very keensighted individual. He has long since grown wise to the fact that it is not to his interest to load his shelves with goods for which there is only an occasional demand or perhaps no demand at all. He doesn't buy goods these days hoping to sell them by extolling their merits. Neither does he hearken to the statements of the salesman that the article he represents is being advertised in national publications. He knows his trade and is, in many cases, on personal relations with them. He realizes that only a small per cent. of his trade are readers of national publications. He does know that in practically every home served by him, a daily newspaper is read and that paper is one or more of the daily newspapers published in his own town.



NEW HOME OF GRAND RAPIDS HERALD.

RIGHT KIND OF SUPPORT.

This self-same dealer has the newspaper reading habit. He has likewise acquired the ad reading habit. He can in many cases name the products advertised in his home paper even more readily than the publisher. If the advertising has been consistent, he will inform you that there is a demand for these products. As an enterprising dealer, he carries the goods in stock and is prepared to meet the demand of his customers.

This is the dealer that is giving the manufacturer and newspaper the kind of support necessary to reach the customers. His co-operation is, therefore, a factor to be seriously considered in every advertising campaign. There is, however, another kind of dealer who is the real problem with the manufacturer and publisher, and that is the dealer who is slow to appreciate the value of carrying advertised products. He will not put the goods in stock until the demand of his trade awakens him to the realization that his trade is going where they can get what they want.

Again, there is the dealer who, while carrying a small stock of advertised products, seeks every opportunity to substitute a competitive article on which there is a wider margin of profit, or one put up as his own brand. If the publisher wants to make good his claim of maximum results at a minimum cost, it is essential that he convert every dealer within his circulation radius to an appreciation of the value of handling and co-operating in the sale of those products being advertised in his and other daily newspapers.

CULTIVATE GOOD WILL.

It is possible for any publisher to secure the hearty co-operation of practically every worth-while dealer in his trade territory and that is by the simple process of cultivating the dealers' good will. This cannot be done in a day, but once the publisher gets the dealer's support and shows him where it is to his interest to co-operate as a distributor of the products being advertised in daily newspapers, that publisher is making HIS columns more productive and at the same time rendering an added service to the advertiser.

Many are the ways whereby these dealers can be cultivated. The most effective, however, is through personal contact, and this through his paper. The licitation among the retail dealers for subscription to his paper. He should get

the dealer interested in his paper, and he quite naturally becomes interested in the products advertised therein. Publish from time to time articles on dealer co-operation. Reach him indirectly through articles directed to the readers, setting forth the advantages to be derived through buying advertised trade-marked goods. Get out at intervals a general letter personal in its nature, thanking him for his co-operation and mentioning certain advertised products.

It is not within the province of the publisher to issue a circular letter containing reproductions of the advertisements every time a new campaign is launched. The dealer is already surfeited with circulars; besides the expense of printing and mailing these circulars is quite an item. At certain seasons, one general circular can be prepared in the same manner and sent to the dealers as many newspapers through the country recently issued at the suggestion of this Bureau of Advertising, A. N. P. A. This circular should contain one or more pieces of copy of every campaign scheduled at the time of issue.

KEEPING IN TOUCH WITH JOBBERS.

It is a comparatively easy matter for the publisher to keep in close touch with the jobbers and their salesmen. These jobbers and wholesalers are as much interested in securing the co-operation of the retailer as are the manufacturers, and the frequent publication of advertisements inviting their trade or a special number like a Dealers' & Consumers' Edition is a very good thing in creating good will. Again, there are the Spring and Fall trade extension campaigns conducted by the Jobbers or Chamber of Commerce, on which occasions the out-of-town merchants are invited to the city. Here is the opportunity for the publisher to interest the out-of-town dealer by handling the event in a manner that the element of personal contact is created.

No one will deny the fact that the dealer is indeed a strong factor in any advertising campaign. Every publisher should, therefore, get the dealers' co-operation. If the advertised article be one of merit, the copy well written, and the product one that appeals to the publisher's readers, the campaign will make good. Without dealer co-operation, a great deal of the good effect can be lost. With the dealer co-operation success is better assured.

It is, of course, possible to launch a

Casket Moves to New York.

The Casket, devoted to the casket and undertaking trade, which has been published in Rochester, N. Y., for thirty-eight years, will, beginning with the July number, be issued at 120 Liberty street, New York City. The paper was founded by A. H. Nirdlinger in 1876 and upon his death was continued for twenty-two years by his widow. Upon her death Simeon Wile, her son, became the manager and publisher. Mr. Wile has now associated himself with William Mill Butler, at one time editor of the Rochester Post-Express, and later associated editor of the Democrat and Chronicle of that city, in purchasing the control of the Sunnyside of New York, another paper devoted to the same field as the Casket. Mr. Butler will edit and manage both publications.

Grand Rapids Herald's New Home.

The Grand Rapids (Mich.) Herald now is located in its new building at the head of Monroe street, S. E. Considerable new equipment, including a new Hoe printing press, has been installed. The new building is of fire-proof construction and is equipped with the latest lighting and ventilation appliances.

Two Hustlers in Elmira, N. Y.

The Elmira (N. Y.) Herald is only six months old and is now selling over 7,000 copies daily. Frank Ross, the business manager, and Carl N. Marshall, the advertising manager, are live, hustling progressives.

campaign without first securing the dealers' co-operation. In some cases the dealers have been known to manifest an antagonistic attitude toward certain products and refused to handle them until the demand was so strong that they were, in self-defence, compelled to put the goods in stock. This, however, was not without considerable extra cost to the advertiser, and probably the means of the publisher securing a greater volume of advertising; but why should the manufacturer be compelled to force the dealer, if his prices are consistent with the quality of his product?

It is much easier for the newspaper to secure the dealer's co-operation than it is for the manufacturers. The publisher who secures the good will of the dealer and retains his good will, will find that he has an asset that will back up his circulation and produce the best possible results for those advertisers using his columns. Why not, therefore, get the dealers' co-operation when it can be secured with very little effort?

The Fort Worth Star-Telegram is sending to its friends and advertisers a neatly printed annual pass, resembling a railroad pass, to its press room and circulation department.



MATHEWS MAKING A NOISE.



MEAD BOSSING THE SAILORS.

I. C. M. A. CONVENTION

(Continued from front page.)

at that the time will be too short. Both places stand out as striking object lessons of the immense development that is going on in the great western provinces to the north; huge elevators, flour mills and freight sheds stud the banks as far as the eye can reach, while countless vessels line the wharves, discharging cargo or loading grain for the lower ports as far east as Montreal. The Grand Trunk terminal alone covers 1,600 acres, having water on three sides and huge elevators with a capacity of 9,000,000 bushels. The plans under way



ADMIRAL LONG.

"As office boy I made such a work That they gave me the post of Junior Clerk

I served the writs with a smile so bland And I copied the letters in a big round hand,

Now I'm monarch of the Inland Sea—I'm the ruler of the Queen's NA-VEE!"

and completed aim to make this the greatest and most complete water terminal in the world.

Leaving these ports at 11 o'clock in the evening (Monday) the boat enters upon the last stretch of the west-bound trip. From Thunder Bay the passage is past Pie, Mink and Victoria Islands, through the most beautiful channels in Lake Superior. The north shore is followed all that night, and about 11 A.M. on Tuesday the party will disembark at Duluth to spend the time until the homeward trip commences again.

The itinerary is so arranged that many of the points passed during the night on the west bound trip will be covered by daylight returning. This will tend to sustain the interest every minute of the time the members are aboard the Noronic, and the shore stops are sufficiently frequent to break up any possible monotony, if one can associate this word with an outing such as this.

ENTERTAINMENT FEATURES.

The work of the entertainment committee of the past two or three months will begin to manifest itself on the arrival of the party in Detroit this morning, when after a general meeting at the Board of Commerce rooms, Lafayette Boulevard and Wayne Street, the members and their guests will leave in automobile cars for a tour of the city, this feature being provided through the courtesy of the members of the local board. After a visit to Belle Isle, the members will return to the Board rooms, where luncheon will be provided by the local publishers, and immediately after this the members will take a spe-



VICE-ADMIRAL MACKINNON.

"I hope you're all quite well I am in reasonable health, And happy to meet you once more; I am the Captain of the Pinafore. I'm never known to quail At the fury of the gale, I'm never sick at sea— Hardly ever swear a big, big D And I'm Captain o' this Na-Vee."

cial train over the Grand Trunk Railway, which will conduct them directly to the dock at Sarnia, Ontario, where they will board the steamer "Noronic" about 5 P.M. On arrival at the boat there will be a presentation of the Louis Annin Ames flag to the organization, the same being accepted by the president and afterwards raised to the mast-head by the delegates travelling the greatest distance to the convention.



WELL, HERE I AM! THEY SAID I'D HAVE TO PLAY "BUTTERCUP" AN' NOW LOOK AT ME!

ISN'T CHEVRIER SWEET?

"I'm called little Buttercup, dear little Buttercup, Tho' I could never tell why, But still I'm called Buttercup, Poor little Buttercup, sweet little Buttercup I."

As reservations have already been received from California, Texas, Louisiana, Florida, and the provinces of Alberta and Manitoba, it surely will not be an easy task determining to whom this honor shall go. After dinner a general reception will be held in the social hall, followed by a vocal and instrumental concert of old "Heart Songs."

Saturday, through the courtesy of George Hough Perry of the Panama-Pacific Exposition, a representative will be present and give a motion picture and stereopticon lecture on the San Francisco Exposition of 1915.

Sunday morning the visitors will pass in sight seeing as the boat progresses up Sault Ste. Marie's River, afterwards going through the locks at Sault Ste. Marie. In the evening there will be a sacred concert in the observation saloon of the boat.

Monday morning the Board of Trade of Port Arthur and the local publishers will meet the delegates at the dock with automobiles and take them for a drive throughout the city and suburbs. In the afternoon they will be the guests on a similar ride arranged by the publishers

banquet will take place aboard the boat. The officers of the association are as follows:

President, Sidney D. Long, the Eagle, Wichita, Kan.; first vice-president, A. E. MacKinnon, the World, New York, N. Y.; second vice-president, J. N. Chevrier, La Devoir, Montreal, Can.; secretary-treasurer, Joseph R. Taylor, Press, Grand Rapids, Mich.; directors, Max Annenberg, the Tribune, Chicago, Ill.; D. B. G. Rose, the Post, Louisville, Ky.; A. G. Lincoln, Post-Dispatch, St. Louis, Mo.; J. M. Schmid, News, Indianapolis, Ind.; I. U. Sears, the Times, Davenport, Ia.; E. C. Johnson, Republican, Springfield, Mass.; J. M. Miller, Chronicle-Telegraph, Pittsburgh, Pa.; J. A. Mathews, Oklahoman, Oklahoma City, Okla.; Maurice Levy, the Post, Cincinnati, O.



JO TAYLOR.

"His nose should pant and his lips should curl, His cheeks should flame and his brow should furl, His bo-som should heave and his heart should glow, And his fist be ever ready For a knock-down blow."

of the adjacent city of Fort Williams. That night both organizations and their ladies will be the guests of the I. C. M. A. at a masquerade ball to be given aboard the ship.

At eleven o'clock Tuesday morning, when the party arrives at Duluth, still another automobile trip will be in readiness, supplied by the publishers, who will take their guests out along the boulevard skirting the lake, with luncheon at the end of the drive, and return to the boat in ample time for sailing at four o'clock that afternoon.

Through the courtesy of H. R. Charlton, the lecture, "Building a Nation Next Door," originally arranged by the late Cy Warman, will be given in the observation room. Wednesday night there will be another dance as the members are crossing the lake and Thursday afternoon will witness the last of the shore entertainment, when the members will be the guests of the Board of Trade and City Council of Sault Ste. Marie. That same evening the annual

WE CAN PROVE IT!

Let us send you the names of twenty-five of the best known circulation managers in the United States who will state to you or anyone else that this

De Luxe Sewing Set

is the best business puller they have used in years and that its low cost makes it the most wonderful premium on the market today. Over 300,000 sold in the past six months.



Cuts, plans, advertising copy and samples furnished for the asking.

S. Blake Willdsen & Company

1606 Heyworth Bldg., CHICAGO

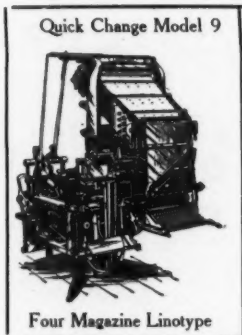
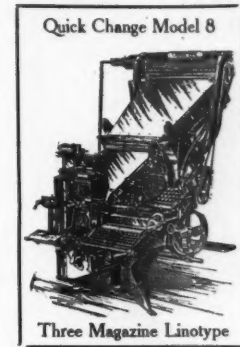
INTERTYPE

No publisher on earth can secure an INTERTYPE at a lower price than YOU can.

The Intertype Way is the Honest Way.

CIRCULATION MANAGERS

SECURE the SUBSCRIBERS and



The LINOTYPE

HELPS to HOLD Them

It has made the up-to-the-minute news, which readers demand, possible. Rapidity in composition is the keynote of circulation.

***MULTIPLE
QUICK
CHANGE
LINOTYPES***

For News, Editorial and Classified use Model K and Model 8.

For Display Heads use Model 4.

For the Ad Alley use Model 9.

Also consider our New Multiple Linotype, the MODEL 14, with AUXILIARY MAGAZINE.

Genuine Linotypes GUARANTEED---\$1200 and Upwards
NEW LINOTYPES---\$1750 and Upwards

FREE FROM PATENT LITIGATION

The Linotype Way is the Reliable Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 South Wabash Avenue

SAN FRANCISCO
638-646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: CANADIAN LINOTYPE, LIMITED, 35 Lombard Street

CONCENTRATED CIRCULATION

96% of the *Evening Star's* circulation is in Washington, D. C., or within 25 miles of the national capital.

AP

In its prospectus over 112 years ago, dated Nov. 10, 1801, *The New York Evening Post* stated that its design was to diffuse among the people correct information on all interesting subjects, to inculcate just principles in religion, morals and politics; and to cultivate a taste for sound literature.

Steadfast adherence to this policy has made *The New York Evening Post* the daily newspaper of refined and cultured families—of people with the greatest purchasing power. Its concentrated circulation in and around New York City, a wide distribution among thousands of thinking people throughout the United States and Canada, places it with no rival in its field.

The Globe
AND COMMERCIAL ADVERTISER

reaches more of the better class people in Greater New York than any other Evening paper.

Net paid circulation for year ending May 31, 1914
151,560

Net paid circulation for May, 1914
180,117

The Jewish Morning Journal
NEW YORK CITY
(The Only Jewish Morning Paper)

The sworn net paid average daily circulation of *The Jewish Morning Journal* for four months ending April 30, 1914, **99,427**

The Jewish Morning Journal enjoys the distinction of having the largest circulation of any Jewish paper among the Americanized Jews, which means among the best purchasing element of the Jewish people.

The Jewish Morning Journal prints more **HELP WANTED ADS.** than any paper in the city, excepting the *New York World*.

I. S. WALLIS & SON, West'n Representatives
1246 First National Bank Bldg., Chicago

IN WESTERN PENNSYLVANIA

You will make no mistake by using

The Johnstown Leader

The only newspaper between Philadelphia and Pittsburg printing an eight-page two color Saturday Feature Magazine Section.

S. G. LINDENSTEIN, INC.
Special Representative
118 East 28th Street New York City

Postpone Canadian Press Meeting.

The 56th annual meeting of the Canadian Press Association has been postponed until Thursday and Friday, July 9 and 10. The elections for the Ontario Legislature are to take place on Monday, June 29, and the dates originally set for the meeting of the association were June 26 and 27. Many Ontario newspaper men would have been unable to reach their homes until noon on Monday, the polling date. It has been decided to hold the meeting at the King Edward Hotel, Toronto.

SCHOOL'S SECOND YEAR

Pulitzer Journalism Graduate Tells of Gruelling Courses Designed to Prepare Students for Strenuous Newspaper Life.
By B. O. McANNEY.

(1914 Graduate Pulitzer School of Journalism)

Columbia's School of Journalism is no longer purely an experiment. The men it turned out at the end of its first year have been uniformly successful, and this year it graduated thirteen men and two women who will be, if nothing else, at least much less green than the average "cub"—a thing devoutly wished for by newspaper executives.

At the opening of the scholastic year the fourth year class numbered about twenty-eight men. Almost 50 per cent. fell by the wayside for one reason or another during the gruelling course, which is designed by the school to be even more exacting than the strenuous life of the reporter. So those in authority feel that the men who were graduated are pretty well seasoned.

Those who believe that journalism cannot be taught, that such a course would be all theory and no practice, would be surprised at the amount of actual news gathering, as well as feature writing of different sorts, that the school requires. The Blot (morning and evening) is a newspaper put out by the fourth year class. It is not for sale, nor is all of it printed, but it is put together with the regularity of any weekly, and with more painstaking care than some dailies.

PRACTICAL WORK DONE.

Monday is given over to practical work entirely. Lectures are abandoned, and the fourth year class becomes the city staff. Each man does his trick as city editor, with all the leeway and all the responsibility of any autocrat of the city desk. He picks his own copy desk, sends the men out on peg post and special assignments, and covers the doings of New York as completely as is possible. He is accountable to the M. E.—the man in charge of the fourth year students—and is praised or blamed for the showing he has made with the power in his hands. In addition to this, the work of each man is dissected and treated for ailments that militate against newspaper style or attitude.

That the school is learning besides teaching is shown by the fact that it will be a comparatively short time until the staff works for three consecutive days, multiplying the experience the men get and adding to the newspaper shop "feel." New courses are being added as their need becomes known, but only after an intensive study of the possibilities and the end desired, so that there is no doubt of their doing the work efficiently.

Reporting, however, is not the only practical work. The staff this year has handled dramatic and art criticism, book reviewing and editorial writing and in the manner of the newspaper man. Each dramatic criticism was written immediately after the first night production of the play and had to be finished by 1 or 1:30 o'clock. All the work is done amid the click of typewriters in the city room, and in the time the real newspaper man would be allowed for the same task, but no matter how late a man has been compelled to work, he must be up for early classes the next morning, so that a man who can stand the grind of the school is not likely to be overcome by continuous strain of the newspaper game. The authorities believe in discouraging those who are unfitted for the work, and no "weak sisters" are permitted to hang on and delay the advance of the soon-to-be "cubs."

GRADUATES THIS YEAR.

The School of Journalism is doing good work, but the encouraging thing is that those in touch with it believe that it will do still bigger work in the future. Fifteen young men and women were members of this year's graduating class. Some of them have already secured positions in newspaper offices.

BUILD YOUR CLASSIFIED MEDIUM RIGHT

Increased volume, improved service to readers and advertisers, efficient constructive sales organizations, and additional increased revenue, are the results of our methods for several of the largest classified mediums in the United States.

THE BASIL L. SMITH SYSTEM

will build for you a perfect and profitable classified medium.

Cost of our service entirely dependent on increased business.

Philadelphia Address, **BASIL L. SMITH, Haverford, Pa.**

EXTRA! 400 CIRCULATORS AT SEA!! EXTRA!!

It's a fact—they sailed today. While they are away

THE DUHAN DISTRIBUTORS ARE ACTIVE

This is the distribution organization that has been sticking close to business in New York since 1892. During these 22 years we were not asleep when Opportunity knocked. Instead, year by year as the city "grew" we extended our operations, and today we make deliveries throughout the city and are backing up our distribution with a canvassing and inspection force. Now we are supplying several thousand copies of newspapers a day to the dealers in New York.

Now we can say that we have handled many millions of copies of daily newspapers and have upheld our end in any agreement we have made with newspaper circulators.

During these 22 years we have learned that it pays to furnish circulators the highest degree of efficiency in distribution and sales certain.

Tell us your distribution difficulties in New York and we will help you out. Write us today.

DUHAN BROTHERS

The organization that has made good since 1892.

Telephone: 3384 Beekman **TRIBUNE BUILDING, NEW YORK.**

ICMA Convention, June 13-19, inc., aboard the Noronic, Great Lakes, from Sarnia to Duluth and return.

Be sure to be there, so you can meet the live ones, including H. A. WENIGE, president of

The Circulation Construction Co.

CLEAN CLEVER CAMPAIGNS

625 Dooly Block
Salt Lake City, Utah

THE EVENING MAIL
NEW YORK

Continues to Lead Its Field

It carried more paid advertising than any other evening newspaper in its class for the month of May, 1914.

Lines.	
THE EVENING MAIL	419,570
The Evening Sun.....	384,091
The Globe.....	381,759
The Evening Post.....	354,675

If you are not a regular advertiser in *The Evening Mail*, you are overlooking a valuable opportunity to reach a large percentage of the intelligent buying public in New York City.

Drop Suits Against Reid and Dana.

Suits charging libel, instituted nearly forty years ago against Whitelaw Reid, of the Tribune, and Charles A. Dana, of the Sun, then correspondents for New York papers, have been erased from the criminal docket of the District of Columbia. The suits were initiated by Alexander R. Shepherd, then Governor of the District, "for the publication of certain libelous articles." The Federal prosecutor determined to dismiss the suits, which had never been brought to trial, because all the parties thereto have been dead several years.

Other officers chosen were: Vice-president, W. O. Green, Fairport Mail; J. H. Potts, Troy Times; A. R. Kessinger, Rome Sentinel; W. J. Allen, Adams Journal; Fay C. Parsons, Cortland Democrat; secretary-treasurer, A. O. Bunnell; executive committee: Dr. Eugene H. Porter, Garry A. Willard, Edgar L. Adams, Paul Nichols, Walter B. Sanders, Jay E. Klock, L. C. Sutton, B. G. Seamans and Frank Walker.

C. H. Betts Re-elected President.

At the convention of the New York Press Association last week Charles H. Betts of the Lyons Republican was re-elected president of the association.

The Pittsburg (Kan.) Morning Sun, a daily newspaper started a month ago and which circulated free, suspended this week. It was the second unsuccessful free paper started in two years.

The De Kalb (Ill.) Chronicle and the Advertiser, daily papers, have been consolidated.

Seven strong newspapers—each wields a force in its community that honest advertisers can employ to advantage.

THE CHICAGO EVENING POST
(Evening Daily)

"The Star League" (INDIANAPOLIS STAR (Morning Daily and Sunday) TERRE HAUTE STAR (Morning Daily and Sunday) MUNCIE STAR (Morning Daily and Sunday))

THE ROCKY MOUNTAIN NEWS
(Morning Daily and Sunday)

THE DENVER TIMES
(Evening Daily)

THE LOUISVILLE HERALD
(Morning Daily and Sunday)

The Shaffer Group

The Seattle Times

"THE BEST THAT MONEY CAN BUY"

Circulation for May, 1914—

Daily, 70,400 Sunday, 90,350
47,000—In Seattle—50,000

Largest circulation of any daily or Sunday paper on the North Pacific Coast.

During May, 1914, The Times gained 9,000 inches, leading nearest paper by 26,000 inches—Total space 73,000 inches. The foreign advertising gained 1,200 inches over May, 1913.

LARGEST QUANTITY—BEST QUALITY CIRCULATION

Buy the best and you will be content

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
NEW YORK CHICAGO ST. LOUIS

Los Angeles Examiner

Sells at 5c. per copy or \$9.00 a year

Circulation } Week Days, 69,560 Net
Sundays, 144,979 Net

The only non-returnable newspaper in Los Angeles. Over 90% delivered by carrier into the homes. Reaches 78 1/4% of families listed in Blue Book of Los Angeles.

M. D. HUNTON W. H. WILSON
220 Fifth Ave., New York Hearst Bldg., Chicago

The Florida Metropolis
FLORIDA'S GREATEST NEWSPAPER
JACKSONVILLE, FLA.

GUARANTEES TO ALL ADVERTISERS MORE DAILY, NET PAID, HOME DELIVERED CIRCULATION IN JACKSONVILLE AND WITHIN A RADIUS OF 100 MILES IN FLORIDA THAN ANY OTHER NEWSPAPER.

G. A. McCLELLAN, Pres.

YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST
Sunday Circulation MORE THAN - - 150,000

HOW TO MAKE A NEWSPAPER PAY
Importance of Studying Costs Overlooked by Many Publishers
—Hit or Miss Advertising and Subscription Rates a Frequent Cause of Failure—Importance of Establishing a Circulation That Will Pull.

By F. M. Ball

(Of E. Blake Willadsen & Co., Chicago.)

The primary object of any business venture is to make money. Publishing a newspaper is classed as a business by the census reports, so we can deduce the statement that the primary object of publishing a newspaper is the making of money.

The last census states that the publishing and printing industry ranks sixth in the commercial value of its output and places the value of its product each year at over \$737,876,000. There are over 31,000 establishments, employing over 388,000 wage earners. Two large commercial credit agencies of this country say that this tremendous industry ranks at the bottom of all the great industries as regards credit. We therefore are confronted with the situation that an industry upon which most other industries depend for success, an industry that has more to do with the success of all other industries than any other combination of forces, is financially the least successful of them all.

Let us analyze the peculiar conditions which exist and which account for so many newspaper plants being only partially successful. First, a newspaper has only two sources of possible profit—revenue from circulation, and revenue from advertising space sold. If the sum total of these two incomes is in excess of the total expense of the plant, the paper makes money, and if it is less, the profits sink below zero.

SOURCES OF REVENUE.

The income from circulation is from papers sold singly or by the year; the income from advertising is from inches of space disposed of. If the profit is realized on the circulation, papers must be sold for more than their combined manufacturing and distribution cost, plus the cost of getting the subscriptions on the list. If advertising is to yield a profit, it must be sold for more than the cost of producing the advertisement and setting the advertisement.

Analyzing circulation costs, there is the first cost of inducing the subscriber to read the paper; second cost of paper, ink and press work on papers sent out; third cost, of distributing the papers; and fourth cost, of renewing the subscriptions or replacing them.

The selling price of any article ought to depend on the cost of production, but who can tell me upon what foundation the subscription price to your paper is based? Why do most weekly papers charge \$1.00 a year; most daily papers, \$3.00 per year by mail and \$5.00 by carrier, and most farm mail order journals, 25 cents? The fact remains that publications have no scientific price basis. They sell at a price fixed by custom, not production costs. This condition typifies the condition of most newspapers: they don't know their costs. Herein lies one big reason why so many publications fail to produce a legitimate profit.

WHAT YOU DON'T KNOW.

How much does it cost you to produce a hundred new subscriptions; to renew a hundred old ones? How much does it cost you to produce one eight-page paper, exclusive of editorial expense; what per cent. of losses do you sustain each year from failure of subscribers to pay their just bills? How much money is due you right now on subscription that should be paid? When did you last take a trial balance to see whether or not your subscription list was a losing or a winning proposition? What does it cost you to print an inch of advertising? Do you know for your individual plant whether your subscription list is an asset or a liability, and how much it loses you or profits you?

The man who does not know these things accurately is not a good business man, and it is to be feared that there are many such. Do you figure on paying yourself a salary for your time? Do you accurately know your overhead costs of heat, light, power, insurance, rent, telephone, clerk hire, interest on investment, depreciation, bad accounts, postage, premiums; and what relation these bear to your total expenses? Do you know whether a solicitor ought to produce new business at 40 per cent. or 75 per cent. in your field? Do you know what per cent. renewals cost you? Do you know how many subscribers leave your list each year? Do you know what percentage of replies your various circulation promotion and collection letters

(Continued on page 1090.)

R. J. BIDWELL CO.

Pacific Coast Representative of

- Los Angeles Times
- Portland Oregonian
- Seattle Post-Intelligencer
- Spokane Spokesman-Review
- The Editor & Publisher (N. V.)
- Portland Telegram
- Chicago Tribune
- St. Louis Globe-Democrat
- Kansas City Star
- Omaha Bee
- Denver News
- Salt Lake Herald-Republican

742 Market Street
SAN FRANCISCO

The Omaha Daily News
"Nebraska's First Newspaper"

74,842

Two Contemporaries
No Competitors
Distinctly First
In Quantity and Quality Circulation
C. D. BERTOLET, Boyce Bldg., Chicago
New York Representative
A. K. Hammond 366 Fifth Avenue

THE HERALD

HAS THE
LARGEST MORNING CIRCULATION
IN
WASHINGTON

C. T. BRAINARD, President.

Representatives:
J. C. WILBERDING, A. R. KEATOR,
Brunswick Bldg., 601 Hartford Bldg.,
NEW YORK. CHICAGO.

THE Detroit Saturday Night

guarantees the reliability of every advertisement appearing in its columns.

Whiskey, Beer, Cigarette and Patent Medicine advertising is tabooed.

The publishers reserve the right to reject any advertising which in their opinion is undesirable or does not conform to the general policy of the paper.

Foreign Advertising Representatives
GEO. H. ALCORN F. STANLEY KELLEY
Tribune Bldg. Peoples Gas Bldg.
New York City Chicago, Ill.

THE NEW HAVEN Times-Leader

is the leading one-cent daily newspaper of Connecticut and the only one-cent paper in the State which has the full Associated Press leased wire service.

The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis



SEE, THIS IS SOME PART, BEIN' THE CAPTAIN'S DAUGHTER! HE'S A DOGGONE OL' CRAB!—AW, H—! SUCH IS LIFE!

ROSE BEMOANS HIS FATE.
"Can I survive this over-bearing? Or live a life of mad des-pairing? My proffer'd love despis'd, rejected—No, no, it's not to be expected."

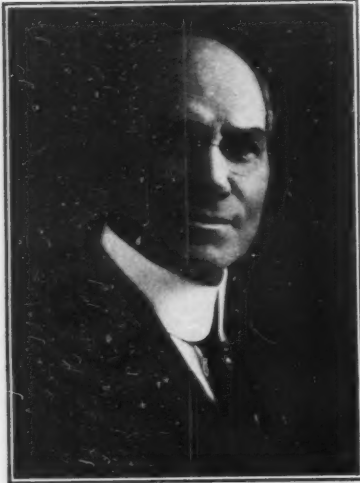
SEARS, THE OPTIMIST.
"Played my money on a horse And it was all in vain, But I was glad to lose my tin For if the horse had chanced to win I might have gone insane."

COLLEGE ADVERTISING

Fred B. Appleget Urges the Higher Educational Institutions to Use Publicity to Make Known the Advantages They Have to Offer—Address Before Brown University Alumni at Dinner in New York.

In a recent address before the Alumni Association of Brown University, at the Hotel Astor, New York, Fred B. Appleget, editor of Newspaperdom, made a strong plea for an extensive educational campaign in behalf of education, and urged that the colleges and universities use paid publicity to advance their interests.

The May number of the Brown Alumni Monthly devotes five pages to



FRED B. APPLEGET.

a report of the address, most of which, under the title "Intensive Cultivation of Alumni Fields," is an argument for newspaper advertising of the frankest and most direct kind.

Immediately after its delivery a number of Brown men offered contributions of from fifty to a hundred dollars if the ideas set forth could be put into practice, and on Saturday last Mr. Appleget went to Providence by invitation, and at a meeting in the famous "Bears' Den" discussed his suggestions more in detail with President Faunce and a number of the faculty and prominent alumni.

ADVERTISING VALUES.

In the course of his address Mr. Appleget said:

"During recent years it has been my privilege, as one interested in publicity, to see at close range how large enterprises are made successful by modern methods, and how such words as system, efficiency, co-operation and publicity have become the names of the parts of a vast and wonderful machine for the distribution of commodities.

"I wonder how many Brown men fully appreciate what Brown University means in its present power and its potentialities; what its traditions are worth, its associations, its services to mankind, its reputation as one of the world's great forces for good. They tell me that the one word 'Royal,' without a single physical or tangible asset, is worth \$3,000,000; that each letter of 'Uneceda' would sell for a million dollars. A baking powder and a biscuit! Has any one ever tried, or dared to try, to set a price on the word 'Brown'—the name of your father's college, your college and your son's college? Do you realize the incalculable force and value in those five letters?

"Reduced to its simplest terms, the proposition is this: You have a valuable commodity—the most valuable in the world—to sell. It is what is known as 'standardized'; you do not have to describe it or argue about it any more than you have to prove to a man that Ivory soap floats.

"Three thousand years ago one of the wisest and most reliable assayers the

world has ever known stamped your commodity as 'more precious than rubies,' and the valuation has never changed, not even just before presidential elections. You do not even have to combat the tricky evil of 'substitution'—there is nothing 'just as good' as education, and no shoddy imitation of learning will wear long enough to deceive any one.

"So in Brown you have two great factors for successful merchandising—standardized goods and a trade-mark or 'slogan' or name known the world over. You have another tremendous asset—thousands of intelligent, enthusiastic and loyal salesmen or agents. These are your alumni. But you want to sell more goods. Where you are equipping one man with an education you want to equip two. Your glorious factory up there in Providence is turning out fine scholars and strong men every year—you want to double your output. I believe it can be done. How? By the same means and methods any other big business would use in meeting the same problem—by co-operation, by systematization and by intelligent publicity.

THE POWER OF MASSES UNITS.

"The day of the individual is past. The unit is as powerful as ever, but the big things of the age are done by massed units, whether they be dollars or men. As individuals, each of you here, each of the thousands of Brown alumni scattered over the world, may be doing much for the glory of your alma mater, but much of your force is wasted through lack of combination and concentration. A thousand Brown men walking in various parts of the country, each according to his fancy, would attract no special attention; a thousand of you marching together down Broadway would constitute a parade and get Brown's name into the papers.

"I would like to see a campaign of education in behalf of education started and carried on by the colleges of the country, and I would like to see Brown lead it, but no scholarly treatises will do, for if you would reach the eye and the mind and the heart of the Common People you must talk in their language, not yours. You must not talk the language of the laboratory and the lecture room; you need a translator. The Pierian spring gushes forth as clear and pure as ever, but you have labeled it H₂O, and the Man on the Street does not know what the symbol stands for, and goes thirsty. You must have a translator, and I know of but one that can talk to the millions you want to reach, and in a language they understand, and that is the daily newspaper. Whatever its faults, the newspaper can do and does do that, and I need not name even one of the thousand colossal things it has accomplished, to prove its almost limitless influence and power.

USE REASON, WHY TALK.

"So it should be in the newspapers that the central bureau of Brown should begin its work. Begin it with carefully prepared 'reason why,' 'heart-to-heart' advertising talks on the value and benefit of education—always in plain and 'popular' language, and gradually leading up to specific and exact information about Brown, its opportunities, its advantages and the cost of an education there. I see no reason why, if properly approached, the colleges of the country, or at least of the East, could not be induced to unite in the first or general part of this campaign, the expense being distributed according to the size and wealth of the institutions, after which each college could follow up and take advantage of the general campaign with such special advertising as might seem advisable. But I would like to see Brown blaze the trail.

"If for no other reasons, let us do what we can for the pure love of learning. This is the greatest duty—to help to bless as many as possible with this priceless gift. The world is so filled with 'the market place, the eager love of gain'—take the boys of the country by the hand and show them 'the sequestered nooks, and all the sweet serenity of books.' Make it easier for them to gain those benefits which you acquired

with so much of delight. If you will do this—to misquote the bravest singer of modern days—you will have done a better thing than to demonstrate the forty-seventh problem of Euclid. You will have helped to demonstrate the livableness of life."

A PROMISING YOUNGSTER.

Uniontown Record, not a Year Old, Has 5,000 Circulation.

Henry W. Reiley, editor and manager of the Uniontown (Pa.) Daily Record, was in town last week making the final arrangements for two vacation trips for the winners of a recent circulation contest, one to Bermuda and one to Europe.

The Record is not yet a year old, having been launched October 13, 1913. At that time Uniontown, a city of 20,000 population, had one morning and two evening newspapers. Mr. Reiley, who was formerly manager of the Waynesboro Evening Herald, and for eight years was editor of the Trenton True American, believed that there was room for another morning paper. So he organized a staff, established a printing plant and launched the Record, which started off with a good subscription list and a fair share of advertising. People liked the paper and the output increased until now the Record has a circulation of over 5,000 copies. The recent circulation campaign added 1,650 names to the list.

Minnesota Editors Seeking Office.

Editors and publishers of Minnesota are aspiring to seats in the legislature and in other political offices, and there is every prospect of a goodly number being elected this year. The following have filed as primary candidates: S. A. Langum, Preston Republican, Albert L. Ward, Fairmont Independent; Arthur M. Nelson, Fairmont Sentinel; W. H. Haislett, Butterfield Advocate; A. C. Finke, Hills Crescent; G. B. Bjornson, Minnesota Mascot; A. J. Rockne, Zumbrota News; Jens K. Grondahl, Red Wing Republican; Theodore Christianson, Dawson Sentinel; Andrew Bromstad, Milan Standard; Carl A. Wold, Alexandria Echo; Sam Y. Gordon, Brown's Valley Tribune; E. E. Adams, Fergus Falls Journal; S. M. Rector, Deer Creek Mirror; Farley A. Dare, Walker Pilot; Robert C. Dunn, Princeton Union; F. A. Wilson, Bemidji Sentinel; Charles F. Scheers, Akeley Herald-Tribune; George P. Jones, Bagley Herald, and Charles L. Stevens, Warren Register. The editors represent every shade of political thought.

Few Duties for Country Editor.

The Clay County (O.) Clarion says that to run a newspaper all a fellow has to do is to be able to write poems, discuss the tariff and money questions, umpire a baseball game, report a wedding, saw wood, describe a fire so that the readers will shed their wraps, make \$1 do the work of \$10, shine at a dance, measure calico, abuse the liquor habit, test whisky, subscribe to charity, go without meals, attack free silver, wear diamonds, invent advertisements, sneer at snobbery, overlook scandal, praise babies, delight pumpkin raisers, minister to the afflicted, heal the disgruntled, flirt to a finish, set type, mold opinions, sweep out the office, speak at prayer meetings and stand in with everybody and everything.

Facilitates Sending of Want Ads.

The Kansas City Star has inaugurated a new system that will facilitate and expedite the delivery of want ads for the paper. Twelve bronze letter boxes for the Star have been installed in large buildings of the business district for the convenience of those who have want ads, answers to ads, Public Mind letters or any other communication they desire to have reach the office of the paper. The communications reach the Star office within an hour. The collections are made weekdays, hourly from 9 a. m. to 7 p. m., and holidays and Sundays, 11 a. m. to 4 p. m.

Death of James H. Smith.

James Hinman Smith, one of the best known editors of Westchester County, died of heart disease, Saturday, at his summer home near South Britain, Conn. He was 67 years of age and came from a family of newspaper men. His father, the late Thomas Smith, founded the old Yonkers (N. Y.) Herald, now the Gazette. Mr. Smith learned the newspaper business with his father. About 1869 he founded the Tarrytown (N. Y.) Argus, which he sold in 1875, and went to New Rochelle, where he founded the New Rochelle Press. He was editor and proprietor of the Press until his death. He is survived by his wife and daughter.

OBITUARY NOTES.

Sir DOUGLAS STRAIGHT, journalist and lawyer, died last week in London. He was Honorary Treasurer of the Newspaper Society and of the Institute of Journalists. He was born in London October 22, 1844, and engaged in newspaper and magazine work until 1865, when he was called to the bar. From 1879 to 1892 Sir Douglas was Judge of the High Court at Allahabad and took much interest in the establishment of the university there. He was knighted in 1892. From 1896 to 1909 he was editor of the Pall Mall Gazette.

GIFFORD A. ALLEN, for many years advertising manager of the Troy (N. Y.) Record, died at a hospital in that city, following an operation, on June 5. He was 57 years old. Mr. Allen was prominent in Masonic circles and had a wide acquaintance among business men in that section of the State.

ROBERT A. WOOD, formerly an Albany newspaper correspondent for Manhattan newspapers, and later attached to the staff of the Appraiser's Department of the New York Custom House, died of congestion of the brain last week at his home in Brooklyn. He was fifty-four years old, and before coming to Brooklyn was editor of the Western New Yorker, of Warsaw, N. Y. He leaves his wife.

GEORGE Y. FOWLER, founder and proprietor of the Frankfort (Ind.) Times, died at his home in that city recently following a week's illness with double pneumonia. He was born at Colfax, 54 years ago and in 1882 was married to Miss Catherine Kramer, sister of Harold Kramer, the author. He is survived by the widow and three sons.

MARCIA MESSENGER, twenty-eight years a reporter on the Maryville (Mo.) Democrat-Forum, died last week as a result of an operation. She was 44 years old.

R. L. BIERLY, for many years editor of the Renovo (Pa.) Evening News, died recently at Karthaus, Pa., after a long illness.

A Bright One from Atlanta, Ga.

The Atlanta (Ga.) Constitution has issued, to advertisers, its claim that the morning paper in general and the Constitution in particular is superior to the afternoon paper, a clever illustrated booklet, "Where Are You Going This Evening?" The pamphlet, containing sketches and verses by Henry O. C. Wagstaff, is copyrighted by James R. Holliday, advertising manager of the Constitution. The booklet is dedicated to the "go-fans" or "domestic after-teahikers," who presumably find no time to read an evening paper.

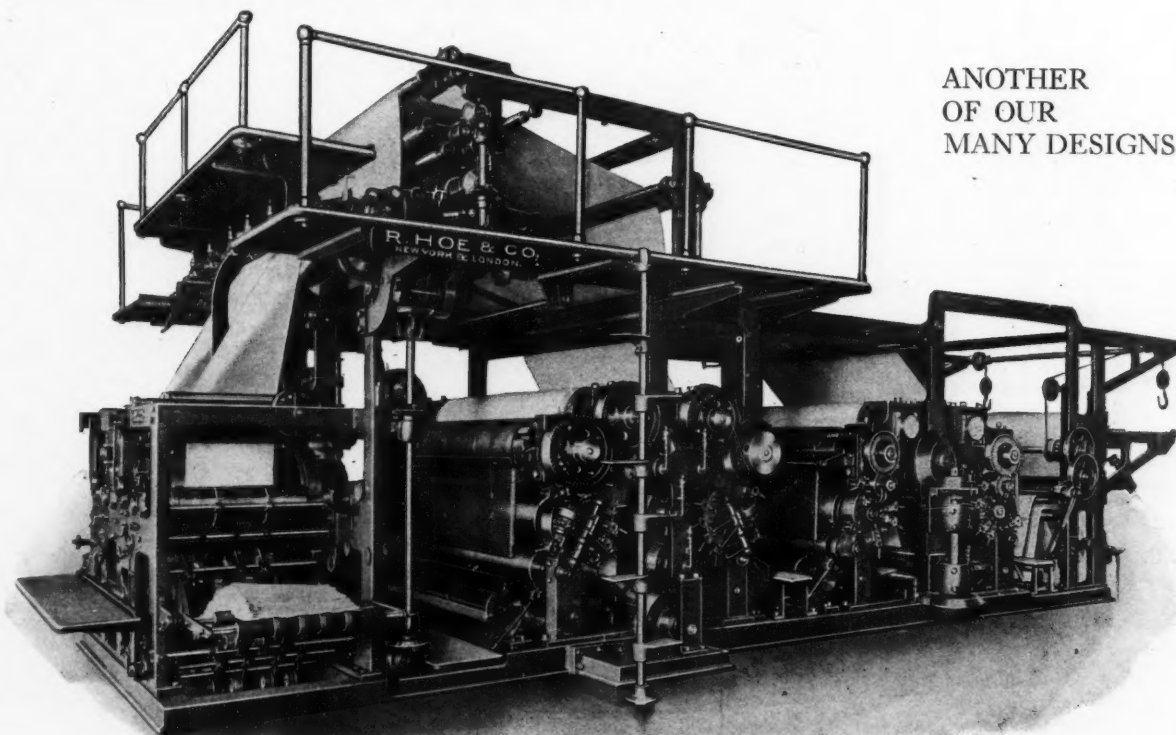
Rogers and the Washington Herald.

Through an inadvertence the EDITOR AND PUBLISHER, in its issue of May 30, stated that E. S. Rogers had been appointed business manager of the Washington Times. Mr. Rogers, who was for some time with that newspaper, has been made business manager of the Washington Herald. Another erroneous statement was that the Times had carried only twenty-six thousand lines of advertising last year when the figures should have been twenty-six millions—some difference.

When You Think of CIRCULATION--- *Think of* HOE

To get circulation and keep it, by taking care of it properly, the newspaper must have fast and dependable presses and quick and accurate stereotyping facilities.

For more than a century newspaper publishers have placed their reliance upon R. HOE & CO. for printing and stereotyping machinery that will stand the severest tests.



ANOTHER
OF OUR
MANY DESIGNS

HOE TANDEM QUADRUPLE LIGHTNING PRESS

with High-Speed Rotating-Blade Camless Folders, Self-Oiling Boxes, Tubular Cylinders, Quick-Acting Plate Clamps, Extra Paper Roll Brackets, Locking Roller Sockets and other patented features.

Designed so that a Third Printing Section can be Added whenever Required, thus Converting the Machine into a Sextuple of our Patented X-Pattern Type.

RUNNING SPEED PER HOUR:

72,000 Papers of 4, 6 or 8 Pages.

36,000 Papers of 10, 12, 14 or 16 Pages.

18,000 Papers of 20, 24, 28 or 32 Pages.

*Thoroughly Reliable and Efficient, Convenient and Economical to Operate,
Easy-Running, Speedy and Durable.*

R. HOE & CO., 504-520 Grand Street, NEW YORK

7 WATER STREET, BOSTON, MASS.
120 ST. JAMES STREET, MONTREAL, CANADA

544-546 SOUTH CLARK STREET, CHICAGO, ILL.
109-112 BOROUGH ROAD, LONDON, S. E., ENGLAND

THE EDITOR AND PUBLISHER AND JOURNALIST

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

Entered as second class mail matter in the
New York Post Office

Issued every Saturday, forms closing one o'clock on Friday preceding date of publication, by The Editor and Publisher Co., Suite 1117 World Building, 63 Park Row, New York City. Private Branch, Telephone Exchange, Beekman 4330 and 4331.



The Journalist. Established 1884; The Editor and Publisher, 1901; The Editor and Publisher and Journalist, 1907. James Wright Brown, Publisher; Frank LeRoy Blanchard, Editor; George P. Lefter, Business Manager.

Western Office: 601 Hartford Bldg., Chicago, A. R. Keator, Manager Telephone, Randolph 6065

See Publisher's announcement for subscription and advertising rates

New York, Saturday, June 13, 1914

The Acid Test is being applied to circulation, and bogus claims are being heavily discounted. An honest list of one thousand subscribers will out-pull a padded list of three times that number. There is enough circulation to buy, and the advertiser is rapidly learning the difference between the good and the bad. The honest list has nothing to fear—the dishonest list ought to go. As long ago as the days of Adam Smith it was considered poor policy to follow out the theory of "Let the buyer beware."—F. M. BALL.

THE I. C. M. A. CONVENTION.

The sixteenth annual convention of the International Circulation Managers' Association, which will be held June 13-19 on the steamship "Noronic" during its trip from Sarnia to Duluth and return on the Great Lakes, will bring together the leading men in the business. Fully three hundred of them will meet to discuss the pressing questions of the hour in circulation work. The program calls for addresses by big men on big topics. Out of the week's intimate association and uninterrupted study of circulation problems will come, it is believed, a vast amount of valuable suggestion and help. The EDITOR AND PUBLISHER extends to the members its best wishes for a most profitable convention.

Among all the workers in newspaper offices none are more alert and progressive than those employed in the circulation department. Circulation managers must be capable and efficient men in order to hold down their jobs, for in carrying on their work in the large cities they encounter fierce competition, the battle is always on, steel clashes against steel and victory is not always to the strongest. Brains as well as brawn must be used in marketing newspapers.

Once on a time any kind of a man was considered good enough for circulation manager. If he was muscular, had a strong voice and a stout pair of legs he filled the bill. Such a man would be out of place in the position today. Conditions have changed. Circulations are now numbered by the hundreds of thousands instead of thousands, the machinery of distribution has grown so large that it requires skilled engineers to run it. Papers are delivered to agents, thousands of them, who in turn place them in the hands of newsboys and newsdealers; they are shipped by mail, by express, by automobiles, by special trains and steamboats.

It takes a man with a big brain, with special executive ability, and with untiring energy to run the circulation department of a great modern newspaper.

He gets a big salary because he earns it. He stands well with both the editorial and the business departments, because, owing to his direct touch with the reading public, he is able to make suggestions that will greatly enhance its popularity.

The circulation manager's rise in importance and influence lies in the fact that the very life of a newspaper depends upon the amount and character of its circulation. No matter how interesting and valuable a newspaper may be, if it has not a sufficient number of readers to make it an attractive proposition to advertisers, it will be a failure. Hence men who can get circulation, hold it, and economically effect its distribution are highly esteemed and well paid by newspaper publishers.

"TRYING CASES" IN NEWSPAPERS.

In a long letter to the New York World, published on May 17, Mr. Samuel Untermyer condemns

The intolerable evil of trying cases in the newspapers in advance of their trial by the courts, by which the public mind is poisoned and the securing of impartial juries is rendered impossible.

He says:

For this uncivilized state of things the responsibility must be equally shared by the press, our prosecuting attorneys and our cumbersome and antiquated legal machinery.

After praising the World for its ability, courage and fairness, Mr. Untermyer continues:

Yet its columns, like that of every other paper in New York, have for weeks past, ever since the Court of Appeals reversed the Becker case, been filled with comments and interviews that have the effect of pre-judging the case. There is nothing unusual about that state of things. It has become an incident of every important case.

After a long attack upon District Attorneys who "persist in trying their cases in the papers," Mr. Untermyer concludes:

This scandal should be ended and it will be the purpose of the Committee on Legislation of the Lawyers' Association, of which I am Chairman, to endeavor to enlist the aid of the press in this city in securing such legislation as will render its continuation impossible. I believe most of them will be glad to put an end to the abuse if their competitors are prohibited from doing so. This is, however, only one of the many defects in our legal machinery, though an important one. The entire system sadly needs overhauling. This will now be attempted, and we hope with the valuable aid of the press of this city, for without that aid I am afraid we can accomplish nothing.

Mr. Untermyer errs in attaching to newspapers a large degree of blame which should not rest upon them, but which primarily belongs on the shoulders of the legal officials and other lawyers who give to reporters the information which he condemns. In Mr. Untermyer's long and brilliant career has he never told "the boys" certain things which, in print, might benefit his client? If so, he is a rare exception among lawyers.

A reporter is assigned to gather and collect all the news and views worth printing about a case. His paper expects him to be impartial and thorough. Naturally enough, the reporter will get all the good copy he can, especially when a part of that copy is the utterance of a prosecuting attorney or the attorney for the defence in some case of great public interest. The city editor and managing editor, who pass upon the story in its final shape, are in much the same position, merely doing their routine duty. Only, then, by an agreement between the men who control a paper's news policies, the owners who accept the judgment of their subordinates, could the elimination of the kind of interviews complained of by Mr. Untermyer be accomplished. It is safe to say that such an understanding will never be reached.

In order to facilitate and expedite the sending of want ads, answers to ads, letters and other communications that may be desired to reach the paper promptly, the Kansas City Star has installed in the business district of that city a dozen boxes for the convenience of its readers and advertisers. Collections are made hourly. The plan not only saves postage and telephone tolls but insures almost immediate delivery to the Star office. This is the kind of newspaper efficiency that helps both ends of the business and might well be tried by papers in other cities whose mail service is indifferent to modern requirements.

DIVERS DASHES.

The London Times, according to a special cable to the New York World, seems to fear that the American pen will prove to be more mighty than the American sword ever was in a conquest of Canada. The cable says:

The Americanization of Canada is being regretfully discussed in the Times, but no suggestion is forthcoming for checking the tendency. The President of the Macmillan Company of Canada now writes deploring the Americanizing mission of newspapers from the United States. "Beware," he says, "of Americans when they come bearing newspapers!" The Times correspondent says: "A multitude of Canadians read, perhaps by preference, the sporting papers, weekly publications and monthly magazines from the United States."

The Canadians are certainly showing excellent judgment in the selection of their reading matter. And, incidentally, the president of the Macmillan Company has paid tribute to the influential nature of American publications. Now, if he will only realize that their purpose is much more peaceful than that of the Greeks who bore gifts to the Trojans, he will welcome the invasion.

I heard a pretty good story about Don C. Seitz, the business manager of the New York World, this week. The incident at least sounds as if it might be true, although the time of its occurrence was some years ago. The man who told me the yarn says it has never been in print, so here goes: My informant, with Mr. Seitz and a little girl were walking on a beach. Mr. Seitz turned over a stone and from under it came a curious bug which ran a short distance, then jumped sideways, then proceeded ahead and then again sidestepped at full speed. "What kind of bug is that?" demanded the child. "I don't know," replied Mr. Seitz. "Well," persisted the youngster, "what's it good for?" And Mr. Seitz, with that smile which is a part of him, did not hesitate to answer. "I think," he responded, "that judging from his movements he would make a fine managing editor!"

If he has been correctly reported, Charles H. Betts, president of the New York Press Association, made at the recent convention of that body in Syracuse, N. Y., some statements to which I take exception. Mr. Betts talked of the "yellow" tendencies of many publications and expressed the belief that cheap literature, as an expression of the nation's life, was an indication of mental if not moral deterioration. "We are living in an age of yellow journals, yellow magazines and yellow dogs," said Mr. Betts, "and since this trio holds the centre of the stage, with demagogues as end men, it is probable that future historians may refer to this as the 'yellow age.'" While it may be true that some "yellow" publications still exist, they are comparatively few. The press of the United States steadily grows cleaner in its news, editorial and advertising columns. It sturdily supports countless reforms and has fearlessly fought for good things when even the Church remained silent. And, while I do not know what Mr. Betts meant by "cheap" literature, I do know that the low price of newspapers and magazines, which has been generally maintained, despite increased cost of production, has made it possible for every home circle to enjoy a little university of its own. Mr. Betts should discard his blue spectacles!

JIM DASH.

JOURNALISTIC CHRONOLOGY.

Coming Week's Anniversaries of Interest to Newspaper Folk.

JUNE 13—Wilmer Atkinson, veteran editor of Philadelphia (Pa.) Farm Journal, born (1840).

JUNE 14—Ballston Spa (N. Y.) Journal founded as Saratoga Register, by Increase and William Childs (1798).

JUNE 15—Stamp duty on newspapers in England abolished and many new papers, but of short duration, were started (1855).

JUNE 15—William Goddard issued prospectus for Maryland Journal and Baltimore (Md.) Advertiser, now the Baltimore American (1773).

JUNE 15—Independent Ledger and American Advertiser, Boston (Mass.), established by Draper and Folsom (1778).

JUNE 17—Robert Joseph Collier, editor and publisher of Collier's Weekly since 1898, born (1876).

JUNE 17—Walter Harrison Cady, illustrator, born at Gardner, Mass. (1877).

JUNE 18—James—Montgomery Flagg, illustrator, born at Pelham Manor, N. Y. (1877).

JUNE 18—Queen Anne imposes a tax on newspapers to prevent abuse of liberty of the press (1712).

JUNE 19—George Batten, advertising man and contributor to sportsmen's journals, born in Gloucester County, N. J. (1854).

JUNE 20—Troy (N. Y.) Northern Budget founded by Robert Moffitt & Co. (1797).

PERSONALS

Governor Glynn of New York, who owns the Albany Times-Union, has had a busy week of engagements, including attendance at commencement exercises at three universities and one college. The degree of Doctor of Laws will be conferred on the Governor by Syracuse and Georgetown Universities.

Cyrus H. K. Curtis, publisher of the Philadelphia Public Ledger, will leave today for his summer home at Camden, Maine.

Willis Sharpe Kilmer, head of the Swamp Root company and well-known newspaper publisher of Binghamton, is being urged for United States Senator from New York to succeed Elihu Root. He is a Progressive.

John H. Fahy, owner of the Worcester (Mass.) Post and president of the United States Chamber of Commerce, sailed last week for an extended trip to Europe.

W. P. Hobby, editor of the Beaumont (Tex.) Enterprise, is a candidate for lieutenant-governor of the Lone Star State.

W. L. Halstead, late business manager of the Atlanta Constitution, is doing special work on the Montreal Star for the publisher, Sir Hugh Graham.

W. Y. Morgan, editor and publisher of the Hutchinson (Kan.) News, who last year spent several months abroad, has brought out in book form the letters he wrote home to his paper. Crane & Company, of Topeka, are the publishers. A notice of the book will appear in these columns at a later date.

William G. Naylor has resigned as business manager of Puck. The entire management of the publication has been taken over by Foster Gelroy, the general manager.

John J. Berry, editor and publisher of the Paducah (Ky.) News-Democrat, has been appointed postmaster of that city by President Wilson.

Edwin W. Booth, manager of the Grand Rapids (Mich.) Press, addressed the graduating class of the Mary Baldwin seminary at Staunton, Va., President Wilson's birthplace, last week. Mr. Booth was called to the city by the illness of his daughter, a pupil in the seminary, and the residents made good use of him while he was there.

John Jewell, son of H. S. Jewell, owner and publisher of the Springfield (Ill.) Leader, has been elected general manager of the Missourian, at Columbia, Mo., the university daily newspaper.

W. A. Bowen, editor and publisher of the Arlington (Tex.) Journal, recently went to Indianapolis, where he met George Ade, with whom he worked years ago on the old Chicago Times and the Tribune.

Fred Slocum, formerly editor of the Tuscola County Advertiser, who recently established the Slocum Advertising Company in Los Angeles, Cal., has returned to his home in Caro, Mich., because of an attack of nervous prostration.

Paul T. Gilbert, who used to write the Boulevardier column in the Chicago Inter-Ocean, is now editor of Cartoon's magazine.

GENERAL STAFF.

Alexander R. Schorton, publishers' representative, of New York, has been appointed advertising manager of the New York Staats Zeitung. He will continue the representation of the papers on his list.

Paul Scott Mowrer, Paris staff correspondent of the Daily News, Chicago,

and former member of the local force, is in Chicago for a brief stay. Mr. Mowrer returned wearing French clothes and a slight accent.

Harry M. Miller, formerly with the Pensacola News and the Jacksonville News, has joined the advertising staff of the Augusta (Ga.) Herald.

Clare Upchurch, late advertising manager of the Birmingham News, is now connected with the Augusta Herald.

Julius Schneider has been appointed advertising manager of the Chicago Record-Herald. He has been for several years on the advertising staff of the Chicago Tribune.

Frank Reeds, city editor of the Fort Collins (Col.) Express, has resigned and will leave for Mexico, where he expects to see service.

Don Martin of the New York Herald was a guest this week of his mother, Mrs. Rose Martin, at Buffalo, N. Y.

August Gumbel, advertising manager of the Magasins du Sauvage, Basle, Switzerland, is making a tour of the United States and will attend the Toronto ad convention.

Vincent Y. Dallman, managing editor of the Illinois State Register, Springfield, has been appointed United States Marshall for the Southern District of Illinois.

E. J. Waldron has resigned as circulation manager of the Syracuse Post-Standard to take the circulation management of the Utica (N. Y.) Times.

GUESTS OF CUNARD LINE.

Newspaper Men Invited to Inspect the Aquitania and Lunch on Board.

The Cunard Steamship Co., Ltd., gave a luncheon on board the new steamship Aquitania on Monday to nearly five hundred city officials, business men, journalists and magazine editors, in celebration of the ship's first voyage to New York.

After inspecting the Aquitania, which was pronounced to be one of the finest steamships that ever entered the harbor, the guests sat down to a well served and abundant feast. At the officers' table sat Charles P. Sumner, resident manager of the line; Mayor Mitchell, R. A. C. Smith, commissioner of docks and ferries; Robert Adamson, fire commissioner; Comptroller Pendergast, Judge Elbert H. Gray, W. H. Tinesdale, Col. William M. Black, Col. S. W. Roessler and Brigadier General Robert K. Evans, all of the United States Army.

Among those seated at the other tables were Frank A. Munsey, Cyrus H. K. Curtis, William R. Hearst, Arthur Brisbane, John B. Woodward, of the Chicago Daily News; H. J. Wright, of the New York Globe; Herman Alexander, of the New York Herald; Edwin F. Banta, of the New York World; John L. Balderston, of the Philadelphia Record; F. Benziger, of the Chicago Record-Herald; Louis Wiley and F. F. Birchall, of the New York Times; Frank LeRoy Blanchard and George P. Leffler, of THE EDITOR AND PUBLISHER;

Herbert L. Bridgman and Theodore Bosshard, of the Brooklyn Standard-Union; Hugh Burke, of the Philadelphia Ledger; Wallace S. Brooke, of the Pittsburgh Dispatch; Dan A. Carroll, of the Washington Star; John C. Cook, of the N. Y. Mail; W. W. Cherr, of the Chicago Examiner; H. W. Cornell, of the Philadelphia Record; Daniel L. Creary, of the Philadelphia Public Ledger;

Howard Davis, of the New York American; James C. Dayton, of the New York Evening Journal; Joseph A. Dear, of the Jersey Journal; E. D. Dewitt, of the New York Herald; Don C. Seitz, Frank Drake and Henry Varian, of the New York World; Arthur S. Draper, of the New York Tribune; Leopold Deutschberger, of the New

York Staats Zeitung; Charles H. Eddy, of the Toronto Star; J. F. Flagg, of the Philadelphia Enquirer;

Frank L. Frugone, of the Italian Evening Bulletin; John N. Harmon, of the Brooklyn Daily Times; Arthur H. Howe and C. Hobb, of the Brooklyn Eagle; George R. Hill, of the New York Press; W. P. Hamilton, Wall Street Daily Journal; Frank L. Jones, of the New York Herald; A. M. Kempf, of the Boston Globe; Andrew M. Lawrence, of the Chicago American; C. M. Lincoln, of the New York World; E. W. Lewis, of the Morning Telegraph; A. W. Lewis, of the Associated Press; M. P. Moseley, of the New York Commercial; J. E. Murphy, of the New York Press; Patrick Francis Murphy, of the Mark Cross Co.; George W. Ochs, of the Philadelphia Public Ledger; D. J. O'Keefe, of the New York Commercial; Marion Pike, New Orleans Times-Democrat; James Edward Rascover and Harry Rascover, of Albert Frank & Co., advertising agents of the Cunard Company; F. S. T. J. Richards, of the St. Louis Globe-Democrat;

Oswald Garrison Villard and Emil Scholz, New York Evening Post; George M. Smith, Evening Sun; Milton Snyder, New York Sun; Theodore Sutro, Deutsches Journal; W. H. Ukers, Tea and Coffee Journal; C. V. Van Anda, New York Times; Caleb Van Ham, New York American; J. W. I. Watson, Standard and Daily Express, London; Robert Sterling Yard, Century Magazine.

PUBLISHER'S NOTICE.

Subscription: Two Dollars a year in the United States and Colonial Possessions, \$2.50 a year in Canada and \$3.00 foreign.

It is suggested that the publication should be mailed to the home address to insure prompt delivery.

The Editor and Publisher page contains 672 agate lines, 168 on four.

The columns are 13 picas.

Advertising will not be accepted for the first three pages of the paper.

Advertising Rates: Transient Display 25c. an agate line.

Liberal discounts are allowed on either time or space contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted fifteen cents a line; Business Opportunity and Miscellaneous ten cents a line, and Situations one cent a word; see classified pages.

The Editor and Publisher can be found on sale each week at the following newsstands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau street, Manning's (opposite the World Building), 33 Park Row, The Woolworth Building, Times Building, Forty-second street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth street and Fifth avenue, and Mack's, opposite Macy's on Thirty-fourth street.

Philadelphia—L. G. Rau, 7th and Chestnut streets.

Pittsburgh—Davis Book Shop, 416 Wood street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth street, N. W.

Chicago—Morris Book Shop, 71 East Adams street; Post Office News Co., Monroe street.

Cleveland—Schroeder's News Store, Superior street, opposite Post Office.

Detroit—Solomon News Co., 69 Larned street, W.

San Francisco—R. J. Bidwell Co., 742 Market street.

BUSINESS OPPORTUNITY

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

To the ambitious young man with capital and experience, who desires to become a publisher, we can offer several good opportunities. Harris-Dibble Company, 71 West 23d St., New York City.

MISCELLANEOUS

Advertisements under this classification ten cents per line, each insertion. Count seven words to the line.

"FEATURES, NOT FILLERS"—Daily editorial, sporting and news features, unusual quality and price. Samples. Editors' Press, Box 961, New York.

DAILY NEWS

Reports for evening papers, advance news mail service, special and Chicago news, stereotype plates, 60c. per page. YARD'S NEWS BUREAU, 167 W. Washington St., Chicago, Ill.

LINOTYPE MACHINES

All models, bought and sold. Complete line of Printers' machinery and supplies on hand for immediate shipment.

RICH & McLEAN, 51 CHURCH ST., New York.

EASTERN DAILY

and job business. Well equipped. Four linotypes. Annual volume \$55,000. Profit \$2,100. Rapidly improving. Needs individual owner-manager. Much of the price can be deferred by buyer with record of success. Proposition "J. Y."

C. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

\$2100 CASH

will buy controlling interest in Monthly trade publication filling a new and almost exclusive field. This property is now showing a small net earning and needs a business getter more than money for quick and easy development. Prompt action necessary.

Harwell, Cannon & McCarthy,

Newspaper & Magazine Properties,
Times Bldg., New York City.

SITUATIONS WANTED

Advertisements under this classification one cent per word each insertion.

Experienced desk man, 29, now employed, wants position as telegraph editor in large western city. Address L, care The Editor and Publisher.

CITY EDITOR—Experienced and a hustler will consider first-class proposition after June 1st. Now employed in a responsible position. Address D. 1244, care The Editor and Publisher.

FOR SALE

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

FOR SALE: 50 cents on the dollar. Daily and weekly newspaper, Nowata, Oklahoma, Live city of 5,000; big country population; daily circulation 1,000; weekly, 1,200. Politics—democratic. Terms: half cash. Owners now in all business. Would consider live, experienced man taking an interest and running paper on salary. A real bargain. Address W. P. HENRY, Tulsa, Oklahoma.

ADVERTISING MEDIA

Chicago—New York—Philadelphia—For 20 years the coal trader's leading journal. Write for rates.

HELP WANTED

Advertisements under this classification fifteen cents per line, each insertion. Count seven words to the line.

Wanted, by a six-day daily, in a city of 400,000 population, a copy reader. Must be swift and accurate. Must be thoroughly grounded in English; must be able to write heads with a punch in them. Address T. P., care The Editor and Publisher.

DO YOU WANT THIS MAN?

Ten years' experience in soliciting National and local newspaper advertising on metropolitan and smaller dailies; successful experience in circulation; practical knowledge of job printing; an invaluable acquaintance with space buyers, agency solicitors and factory advertising managers. Last three years with Hearst organization. Proven executive ability, accustomed to secure hearty co-operation and maximum efficiency from all departments. Young, aggressive, wide-awake hustler. Well recommended from men "higher up" in the service. Address Frank Chamberlin, 1416 Rosemont Avenue, Chicago, Ill.

Young Swift to Study Journalism.

Otis Peabody Swift, son of J. Otis Swift, assistant city editor of the New York World, who will be graduated from the Hastings (N. Y.) High School this week, will enter the School of Journalism at Columbia University next fall, where he will take courses in the literature of the Orient with a view of eventually doing newspaper work in the Far East. Swift belongs to the fourth generation of newspaper men in the family. He has covered the local news of several Hudson river towns, and has written several news stories for New York City newspapers.

The Great Empire State of New York, with

Thirty-seven New York State Newspapers, each with a circulation of 5,000 buyers of newspapers, will print for a general advertiser 50 advertisements lines of space within a year at

The only thing that has stood in the way of faster development of general advertising in newspapers has been the rather slow development of the spirit of cooperation among newspaper publishers and their representatives.

This spirit of cooperation has reached, however, a stage of development which bodes well for the future development of newspaper advertising in the general field.

There are a great many newspaper publishers who are beginning to realize that their own success depends upon the general success of their contemporaries.

If advertising is a power in one newspaper in a community, it is relatively powerful in all other newspapers in the same community. Likewise in a state or in a section of the country.

Now, here is the great Empire State of New York, with a prosperous population of 9,113,279. Her people have an average earning power which makes certain the success of any business that will concentrate its appeal to them through advertising in the daily newspapers, as a starter anyway.

Everybody in New York State able to read at all reads a daily newspaper, and many outside of her borders read some one of the many New York dailies.

I have often said, and I want to repeat it here, that New York newspapers serve advertisers in the dual capacity of making their business known locally and nationally.

They enable advertisers to tell WHERE their goods are sold in communities, besides acquainting a large national constituency with the names of their products. The latter is all that the exclusively national media can do for their advertisers.

There are thirty-seven daily newspapers, printed in English, in the State of New York, with a combined circulation of 2,176,923. Each one of these newspapers has a circulation in excess of 5,000 daily.

A campaign of 2,500 lines in a season will cost the advertiser in all of these newspapers a rate of \$4.0409 per line, or \$10,102.25.

A campaign of 10,000 lines within a year will cost the advertiser in all of these newspapers a rate of \$3.7304 per line, or \$37,304.

I wish to call your attention to the fact that it costs the advertiser for a 2,500 line campaign in all of these thirty-seven daily newspapers, 44 cents plus per line for every million inhabitants; that it costs for a 10,000 line campaign, 40 cents plus per line for every million inhabitants.

Can you beat it?

The proportion of rates charged by the New York City dailies and all of the dailies outside of the greater city is \$5.97 per line for New York City and \$2.4947 for the State dailies. These rates are for a 2,500 line campaign. They are less for greater volume of space, or for three times a week for a year, although the discounts for New York City dailies are proportionately greater than those allowed by the State dailies—the latter operating on a closer scale between maximum and minimum rates.

But, just think of getting the equivalent of 48 standard magazine pages in 37 daily newspapers in one year (48 weeks out of 52) at a cost of \$37,304.

Just think of this cost to reach all of the people in the Empire State (9,113,279 of them)—and, in addition, all of the people from all parts of the country who visit New York and other cities every day in the year (estimated to be 300,000 daily)—also many thousands of others who live in different sections of the country, and who buy some one New York State daily newspaper.

Actually, it only costs eight mills—eight-tenths of one per cent—to reach every inhabitant of the State of New York, with national publicity thrown in for good measure!

AN ANALYSIS FOR THE GENERAL ADVERTISER By WILLIAM C. F.

NEW YORK STATE DAILY NEWSPAPERS

City	Paper	Circulation	2,500 l	10,000 l
Albany	Journal (E)	°16,127	.05	.035
Albany	Times-Union (E)	°39,915	.06	.06
Albany	Knickerbocker-Press (M)	°32,417	.06	.05
Albany	Knickerbocker-Press (S)	°26,069	.06	.05
Auburn	Citizen (E)	°6,449	.0178	.0135
Binghamton	Press-Leader (E)	°24,576	.05	.04
Brooklyn	Eagle (E&S) 3c	°44,754	.16	.16
Brooklyn	Standard-Union (E)	°61,731	.15	.15
Brooklyn	Standard-Union (S)	°64,611	.15	.15
Buffalo	{ Courier (M) 60,472 } { Enquirer (E) 51,334 }	**111,806	.14	.12
Buffalo	Courier (S)	102,902	.14	.12
Buffalo	News (E)	°96,059	.15	.14
Buffalo	News (S)	°96,059	.15	.14
Buffalo	Times (E&S)	°57,006	.09	.08
Elmira	Star-Gazette (E)	°19,221	.035	.03
Gloversville	Herald (M)	°7,068	.02	.015
Gloversville	Leader-Republican (E)	°5,511	.0143	.0107
Ithaca	Journal (E)	°5,293	.025	.015
Lockport	Union-Sun (E)	°5,234	.0157	.012
Mount Vernon	Daily Argus	°5,444	.0214	.015
New York	Globe (E)	°144,982	.28	.28
New York	Herald (M)	85,000	.40	.40
New York	Herald (S)	200,000	.50	.50

Twenty-four (24) leading magazines, with circulation s have in the State of New York alone a combined circulation

In order to obtain this New York State circulation, it tion of these magazines, in as much as it is manifestly imp by zones.

Therefore, the advertiser who wishes to buy the 1,787 York must pay the combined rate of these magazines, which

Now, assuming that the national advertiser could u combined rate is \$79.56 per line, he will find that the 1,77 State from these magazines costs him a total of \$8.44 per

Comparing the cost of this New York magazine circula newspaper circulation around which this advertisement is advertiser can buy a newspaper circulation of 2,176,923. a bonus of 389,804 circulation for less than 1½ cents a lin

The majority of the above listed newspapers are mem can Newspaper Publishers' Association. W. A. Thomson, New York City, or The Editor and Publisher Co., Suite 1 furnish further information to manufacturers interested in

With a Prosperous Population of 9,113,279

of 5,000 and over, representing a grand total of 2,176,923 individual insertions of 50 lines each at a cost of \$10,102.25; or they will print 10,000 a year at a cost of \$37,304.00.

THE GENERAL ADVERTISER LIAM C. FREEMAN

NEW YORK STATE DAILY NEWSPAPERS—Continued

10,000	City	Paper	Circulation	2,500	10,000
.035	New York	Post (E)	†30,004	.18	.16
.06	New York	Telegram (E)	172,000	.30	.27
.05	New York	Telegram (S)	120,000	.20	.20
.05	New York	Times (M&S)	°246,118	.45	.40
.0135	New York	Mail (E)	°130,137	.32	.29
.04	New York	World (M) }	380,540	.40	.40
.16	New York	World (S) }			
.15	New York	World (E)	360,902	.40	.40
.15	Rochester	Union & Advertiser (E)	°36,613	.08	.055
.15	Schenectady	Gazette (M)	†††23,006	.06	.04
.12	Troy	Record (M&E)	**22,106	.035	.035
.12	Troy	Standard-Press (E)	°13,519	.0357	.02
.14	Watertown	Standard (E)	°10,324	.021	.0142
.14	Watertown	Times (E)	°13,061	.02	.02
.08			2,176,923	4.0409	3.7304

°Government Report.

††Average Gross A.A.A. Audit.

**Average net paid A.A.A. Audit.

°°Average net paid sworn to by publisher.

Other circulation ratings are from Nelson Chesman's Rate Book for 1914.

†Publisher's signed statement of average gross figures on file in this office.

circulation scattered all over the United States and Canada, and circulation of 1,787,119.

circulation, it is necessary, however, to buy the entire circulation, manifestly impossible for them to sell circulation by states or

by the 1,787,119 magazine circulation in the State of New York, which is \$79.56 per line.

er could use all the circulations of the magazines, whose total is 1,787,119 circulation which he gets in New York at \$8.44 per line.

magazine circulation with the cost of the combined concentrated insertion is written, we find that for \$4.0409 per line the advertiser gets in newspapers 2,176,923. On this basis, the advertiser gets in newspapers 2,176,923 cents a line.

ers are members of the Bureau of Advertising of the American Association of Advertisers, the Director of the Bureau, 806 World Building, New York City, will gladly assist in newspaper advertising.

The argument is advanced very often that national publicity is more economical than localized or sectionalized publicity in daily newspapers.

But I don't see how it is possible to overlook the fact that advertising in sections—gradually developing a business as the advertiser can afford it—getting in intimate touch with the people of any given section, and through this method getting distribution—is the logical, sensible thing to do.

However, tear to pieces every argument made in behalf of daily newspaper advertising, the final deduction must always be that newspapers reach all of the people all of the time—once or twice every twenty-four hours, and that a direct, forceful, continuous appeal to them always brings to advertisers profitable returns, secured, too, at a minimum of cost.

The newspapers of New York State reach practically one-tenth of the population of the United States. The cost of reaching this population is eight mills per inhabitant.

Twenty-four of the leading national media have a combined circulation of 1,787,119 in the State of New York, and the proportion of their total combined rate for New York State advertising is \$8.436 per line.

Besides, the advertiser must remember that he cannot buy circulation in national media for any given state or section or territory. He must pay for the advertising for the whole territory covered by the national media, and very often he does not want all of it.

The cost per million of population in newspaper advertising is practically the same low cost throughout the whole country—that is to say, about eight mills for every human being, man, woman, child.

The general media, all of them combined, do not reach all of the people in the United States, but all of the people who read at all read a daily newspaper—and the cost of reaching them through newspaper advertising is very small.

Any business developing itself in territories all over the United States, doing so gradually, and ultimately touching every nook and corner of the country, will find its advertising investment yielding a larger return—therefore, at a lower percentage of cost on the gross business done than by any other means of publicity.

It is infinitely better for advertisers to concentrate their efforts in one given territory at a time—reaching all of the people there—developing their business on sound lines—than it is to scatter their advertising all over the country, not touching any one territory thoroughly.

There is a tremendous spreading of advertising in this country. It is mighty thin spreading in a great many instances. But, as little as all of us knew about advertising, the fact remains—its power is so great that it makes business successes in spite of the awful lot of groping in the dark that is done.

The daily newspapers of New York State, as well as the daily newspapers in all other States or territories, can give advertising a definite, fixed, commercial value, so that there need be no groping, or wandering, or spreading.

All the newspapers need to do is to unite. The very successful ones must make allowance for the struggling ones. They must not be too proud, or too selfish, to help pull the smaller fellow along to success. Success is necessary to all, if the few are to continue to succeed.

Newspapers must ultimately become the ten commandments of business, regulating the character and methods of advertising, so that the greatest service will be rendered the people as well as the manufacturer and merchant. They will regulate also the general cost of advertising, minimizing it greatly, besides making it more efficient. Ultimately, it will reduce the cost of everything to the consumer.

Masonic Home Journal

LOUISVILLE, KY.

has the largest circulation of any Masonic publication in the world

50,000 Copies per issue

Published Semi-Monthly
On the First and Fifteenth

The Masonic Home Journal was established in 1883, thirty-one years ago, and has a high per capita purchasing power to which general advertisers can profitably appeal.

ADVERTISING RATE—DISPLAY

1 inch, 1 time.....	\$4.00 per inch
1 " 6 "	3.75 " "
1 " 12 "	3.50 " "
1 " 24 "	3.25 " "

Special position 20 per cent. extra.

Full page	\$100.00
One-half page.....	50.00
Back cover page.....	125.00

READING NOTICES,

or advertising matter set in same type as reading matter, 40 cents per line.

250,000 and more people read the Masonic Home Journal each issue. Over 1,100,000 copies issued and read by 5,500,000 people during the year.

Sample Copies and further details on request

D. B. G. ROSE

Editor and General Manager

CHICAGO.

Frank W. Henkel, Peoples Gas Bldg.

NEW YORK.

Frank W. Henkel, Metropolitan Bldg.

SAN FRANCISCO.

Joseph A. Mitchell, Rooms 6 and 7, 610 McAllister Street.

Advertisements accepted upon the absolute guarantee as to quality and quantity of circulation.

HOW TO MAKE IT PAY

(Continued from page 1083.)

ters bring in? In other words, do you keep a stop watch on your business at every point?

I recently remodelled a circulation system that lost the publishers \$50,000 a year and by accurate bookkeeping, a changed system and a little enthusiasm wiped out the loss entirely.

Therefore, I advise you to study your costs. Look your circulation problems squarely in the face and do not be afraid to find out the true rottenness of it for fear some advertiser will learn the truth about your list. Know the truth and it shall make you free to correct the errors.

SOME CIRCULATION FACTS.

You have all heard that the way to get circulation is to publish a good newspaper. Yet any number of good newspapers have comparatively small circulations. A poor newspaper with a good circulation department can outdistance a good newspaper with a poor circulation department every time. The best way to get circulation is to go out and fetch it in.

The best kind of circulation is the kind that comes into your office voluntarily and lays down its money each year and begs you to please send the paper another year. Unfortunately, there is not enough of it to go around. Newspapers, as a rule, are too nearly identical in news, features and service to influence a subscriber one way or another. It is a difficult thing to prove one newspaper better than another. The most successful newspaper from a circulation standpoint, therefore, is the one which can induce the most people to read it and pay for it. It is simply a case of salesmanship, and the best salesman wins.

Shall high priced salesmen be employed? Not if lower priced ones will get you enough business at reasonable cost.

Shall premiums be used? Not if you can get enough subscribers for your purpose without them and get them at as low cost without premiums as with them.

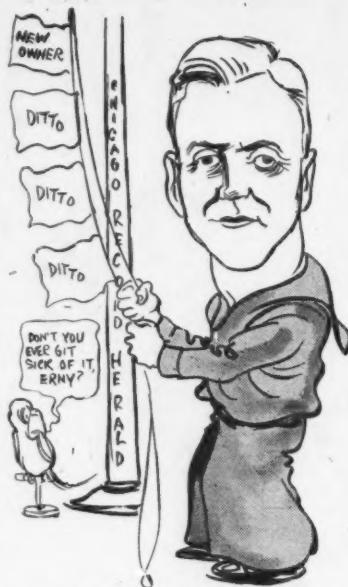
Shall contests be held? Not if you can maintain all the circulation you need without them.

Shall prices be cut? Not if you can get enough subscribers at the full price.

Shall clubs be made with other publications? Not if your own is strong enough to induce its own subscriptions.

GET CIRCULATION.

If you need high priced men to get you the needed circulation, hire them; if you have need for more circulation than you have and premiums will get them where other things fail, use premiums; run contests, cut prices, club—get the circulation. Don't hesitate—get enough subscribers so that your circulation equals or exceeds the amount



SCHOLZ UNDER MANY FLAGS.

necessary to earn a rate big enough to show a profit on the amount of advertising you carry or are likely to carry.

Circulation you must have—enough good circulation to pay your advertisers. If you have not got it already, go out and get it by hook or crook. Whether or not a subscription list will produce results for advertisers depends largely on the methods by which the list was built. Whether a subscription is good or bad is governed entirely by the opinion the subscriber of the publication subscribed for. That opinion is governed by what is in the paper, the methods used in getting the subscription and the service rendered the subscriber after the subscription is taken.

If the editorial and news departments are weak, the paper is a weak salesman for the advertiser. If dishonest methods and misrepresentation were used in getting the subscriber's money, or if the delivery service is poor, the influence of the paper as a selling force is weakened terribly.

THE USE OF PREMIUMS.

If you sell me a good article at a right price for which I have use, my opinion of it won't be lessened by your offering me an inducement to buy, in the form of a premium, a cut price or a chance to please a pretty girl. Therefore, a premium, a contest, or a bargain day cannot be condemned as such. The danger lies in the methods employed. Two-thirds of the papers of standing in the United States use premiums; over half believe in contests and most all papers cut prices in one way or another.

The danger in a premium campaign lies in not figuring the cost before its inauguration, in employing crooked agents and in giving away stuff on which you get insufficient return in money or influence. If proper business methods are employed a premium induced subscription is as good as any on the list.

The danger in a contest lies in the methods employed by the managers. A straight contest is a good thing providing the publisher is a good enough business man to invest the proceeds wisely and not spend the whole income immediately and forget the paper and ink bills that must fall due before the subscriptions expire.

(Continued on page 1085.)

Send for samples of Half-tone Diamond Black. This Ink will print Jet Black on the most difficult paper. 40c. net.

Every pound guaranteed

F. E. OKIE CO.
PHILADELPHIA, PA.

A Kansas Daily in City of 35,000 and evening paper now making net about Six Thousand Dollars a year is offered for sale at \$20,000. Terms Half Cash. Time on balance. (Proposition D 314.) We have also several other good newspaper properties in various States. Write us.

American Newspaper Exchange
Rand McNally Building, Chicago

AT HOBOKEN, N. J.
THE HUDSON OBSERVER
operates two

Scott Four Tiered Quadruple Presses
AND FOR OVER FIFTEEN YEARS
have not missed an edition
You Can Depend on a Scott

WALTER SCOTT & CO.
Plainfield, N. J.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

We can increase your business—
you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

60-62 Warren Street, New York City

Established a Quarter of a Century

Most Far Reaching Newspaper
Reading Concern in Existence

ATLAS PRESS CLIPPING BUREAU

CHARLES HEMSTREET, Manager

We furnish everything that looks like a press clipping from all over the world.

Our Motto—RESULTS COUNT

218 East 42nd Street New York



JOHNSON WATERING THE MINT.

TAKE IT TO

POWERS

OPEN THE FASTEST
24 HOURS ENGRAVERS
OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.
154 Nassau St. N.Y. Tel. 4800-4 Beckman

Buffalo Courier
 Morning and Sunday
The Buffalo Enquirer
 Evening

WM. J. CONNERS, Proprietor
 Buffalo, N. Y.

The only papers in Buffalo that have been examined by Association of American Advertisers and are members of Advertising Audit Association.

Lowest Advertising Rates for Proven Circulation

Cone, Lorenzen & Woodman
 Publishers' Representatives

New York Chicago Detroit Kansas City

*Quality is as Valuable as
 Quantity, if not more so*
 And the
Albany Evening Journal

has both. It is the family newspaper of Albany and vicinity. It is used by the best advertisers who desire to reach patrons of the middle and wealthy classes.

The Albany Evening Journal
 does not accept **unclean** or **Fake** advertising.

Rates low for service given

The Journal Company
 Albany, New York

Benjamin & Kentnor Company, New York and Chicago
 Special Representatives

**The Popular Daily Newspaper of
 The North County**

The Watertown Standard

Dominant in its field, the richest section of the Empire State, Watertown is the leading cheese and paper market of the world. Population about 30,000. Bank deposits, \$23,000,000.

Standard in over 10,000 Homes

It leads in its home city and in the enterprising villages in its parish.

Its rural circulation is paid in advance. Advertisers are assured readers of purchasing power.

The complete Associated Press Service. Leads opposition in advertising a page a day. Lowest rates based on paid circulation.

New York and Chicago Representatives:

Robert MacQuoid Company, Inc., 23-25 East 26th Street, New York City
 Robert MacQuoid Company, Inc., 607 Security Building, Chicago, Illinois

Statement of the Ownership, Management, Circulation, Etc., of the Morning Herald

Published daily at Groversville, N. Y., required by the Act of August 24, 1912.

Editor, Fred B. King, Groversville, N. Y.; managing editor, Fred B. King, Groversville, N. Y.; business managers, Emmett H. Cullings, Groversville, N. Y., and Fred B. King, Groversville, N. Y.; publisher, The Morning Herald Co., Groversville, N. Y.

Owners, Andrew Peck, Brooklyn, N. Y.; Emmett H. Cullings, Groversville, N. Y.; Fred B. King, Groversville, N. Y.

Known bondholders, mortgagees, and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to **PAID** subscribers during the six months preceding the date of this statement, **7,068**.

FRED B. KING,
 General Manager.

Sworn to and subscribed before me this 18th day of March, 1914.

(Seal)

F. W. HEIMERLE,
 Notary Public,
 Fulton County, N. Y.

KATZENJAMMER KIDS.

Their Mother Tells an Editor and Publisher Reporter of Hardships the Captain Now Endures Twice a Week.

"Good evening, Mrs. Katzenjammer," said the reporter of the EDITOR AND PUBLISHER, as he met that distinguished, highly colored German lady last evening at her home. "I have called to see you in the hope that you might favor me with an interview."

"Yah," she answered with a three-column-wide smile. "Sit down vonce."

Mrs. Katzenjammer was found in her living room, surrounded with saws, shot-guns, pick axes, crowbars, clubs, knives, augurs, cans of paint, spikes, nails, balloons, ropes, barbed wire, sledge hammers, dynamite, and other bric-a-brac.

"Dose vas der chiltrens blay dings," she explained, as she detected the reporter looking them over. "Dey use some of dose efery veek."

"Mostly on the Captain—I believe," ventured the reporter.

"Yah," replied their proud mother.

"Where are Hans and Fritz?" she was asked.

"Dey vas gonod oud to get shaved."

"They are certainly old enough to grow whiskers, are they not, Mrs. Katzenjammer?"

"Yas—I dink. Fritz iss vorty-seven years of age, unt Hans dirty-nine."

"They certainly hold their age well."

"Sure—dey haff to—or dey loose der job. It is choost der same mit Mrs. Newlyved's papy. Dot kit vas old enough ter vote—but if it got viskers dot would be nix mit der picture gerscheft."

"Ah yes—I see."

"Sure—Der Captain must always be der same—me also."

"Have you any idea, Mrs. Katzenjammer, how many millions of dollars' worth of furniture, houses, ships, works of art, and other property your children have destroyed since they have been in the comic section business?"

"I know me nit. But vot matters der loss? It vas to laugh."

"Certainly—I understand that. What I really wish to know is this: Who do you really consider responsible for your children?"

"Vell I haff suspicions of Rudolph Dirks—"

"So I have heard—but another person is claiming that he is their only original father."

"Sure. But vat can I do?"

"You can go—to court."

"But I haff been to court, unt der court it says Rudolph vas der varder of der kits. Den dot other mans, he say, 'Nit—I vas der vater of der kits—' unt he makes dem do stunts yust der same as Rudolph."

"Yes, it must be a very distressing situation for a lady to be placed in."

"Sure—it vas makin' me unt Hans unt Fritz unt der Captain vork overtime. But vat can ve do? Der kits now haff two varders unt two pages efery Sountay."

"That certainly is a hardship."

"Sure—two loads of furniture is now proken efery veek instead of von—twice a veek now does der Captain loose his pants, unt haff glue put in his viskers, unt a house vall down on him. Twice a veek does der Bolice unt Fire Departments come py our house instead of vonce."

"Under the circumstances, Mrs. Katzenjammer, you are certainly leading a very strenuous life—"

"Sure—"

"This having two men, claiming to be responsible for your family, while not causing you to lose your standing for respectability in society, as it is now organized, must at least be annoying at times?"

"It vas—but vat could I do? Could I got a conjunction by der court? Nit. Uff I vas a grass widow, I could make von man's responsible—but as I am only a paper widow—ach! Vot iss der use?"

Thanking Mrs. Katzenjammer, the reporter started to go.

"Come around next veek," she said. "Fritz is to have a pirthday bardy—in der cake vill pe vorty-eight gandles." TOM W. JACKSON.

VIRGINIA PRESS CONVENTION.

Program Includes Moonlight Excursion and Reception by President.

(Special Correspondence.)

RICHMOND, VA., June 12.—The annual meeting of the Virginia Press Association will be held June 23-25 at Alexandria, and indications are that there will be a full attendance of the members, as a program of unusual interest has been arranged. The Alexandria Chamber of Commerce has extended an invitation to the press association to be its special guest on a moonlight excursion, while the Washington Chamber of Commerce will give the editors a sightseeing automobile tour over Washington, a luncheon at the Chamber of Commerce, and a reception at which President Wilson is expected to extend the glad hand of welcome.

The program includes an address of welcome by the mayor of Alexandria, auto trip to Arlington, Fort Myer, Georgetown and Great Falls, moonlight excursion down the Potomac, trip to Mount Vernon and to Washington.

In the afternoon the Washington committee will arrange a special program which will include a reception by President Wilson and a visit to the Pan-American Building on invitation of John Barrett.

PRESS ASSOCIATIONS.

H. L. Hoard of Fort Atkinson was chosen president of the Wisconsin Press Association meeting in convention at Milwaukee last week. Edward Malone of Waterford was chosen secretary and A. L. Scott, Strowand, treasurer. The organization voted to work towards presenting the passage of the proposed law prohibiting papers from giving advertising space for railroad mileage. "The Building and Holding of the County Weekly Circulation," by H. E. Roethe of Fennimore, gave many timely hints of this important phase of publishing. J. E. Nethercut of Lake Geneva discussed "The Free Space Problem." Mrs. Adelaide King of Wau-pun, in her address, "The Woman Journalist," advocated the organization of a woman's press association. Other papers were "Editorial Responsibility of the Country Publisher," by C. J. Augustin, Glenwood; "Foreign Advertising," by Percy Atkinson, Eau Claire; "A Successful State Association," C. W. Bowron, and "Should Editors Engage in Politics," by Edward Malone of Waterford.

The Associated Weekly Newspaper Association of Indiana has prepared an elaborate program for its semi-annual meeting at Brookside Park this week. No officers will be elected, but the weekly newspaper men have plenty of things to discuss, including the running of political press notices, with which the country weeklies are being swamped at this time.

The Alabama Press Association met at Birmingham last week and elected the following officers: C. J. Hildreth, New Decatur Advertiser, president; Harry M. Ayres, Anniston Star, vice-president; J. R. Rosson, Cullman Democrat, secretary and treasurer, and J. H. Hard, recording secretary. One of the features of the convention was a banquet tendered by the Age-Herald. Some of the speakers were E. M. Barrett, editor Age-Herald; Hugh W. Roberts, C. M. Stanley, Rev. F. W. Barrett and C. W. Hare.

Michigan Journalism Courses.

Practical courses in journalism, added to the theoretical courses, will be offered at the University of Michigan, Ann Arbor, next year. Lyman Bryson, a member of the rhetoric faculty, and a newspaper man of experience, will have charge of the new courses, which will cover a wide scope, and include instructions in news gathering.

The Evening Telegram Leads All Evening Papers in Advertising

Naturally some of its competitors follow, a few of them totter along, while others, like The Globe and Evening Mail, join the procession with a limp.

The following figures, compiled by the statistical department of the Evening Post, which is authoritative, shows that during the MONTH OF MAY The—

Evening Telegram	GAINED	102,904	lines of advertising
Evening Sun	gained	9,946	lines of advertising
Evening Post	gained	23,851	lines of advertising
Evening Mail	lost	124,372	lines of advertising
Globe	lost	56,053	lines of advertising
Evening World	lost	48,117	lines of advertising

AND AGAIN THE DEADLY FIGURES

The EVENING TELEGRAM published in May
 166,672 lines more than the Evening World
 333,339 lines more than the Globe
 331,007 lines more than the Sun
 360,423 lines more than the Evening Post
 295,528 lines more than the Mail

The EVENING TELEGRAM printed 13,108 lines of instruction and educational advertising, which was more than was printed in any morning or evening newspaper in New York.

The EVENING TELEGRAM broke all records during the month of May in **Automobile Advertising** by printing 42,239 lines, which was 9,386 lines more than published by the Post, Globe and World combined.

The hundreds of thousands of persons who read the Evening Telegram have the money to purchase automobiles and gasoline. Just think this over.

When a feeling of advertising comes over you, Mr. Merchant, Mr. Manufacturer, Mr. Dealer or Mr. Consumer, just hesitate a moment and then say to yourself

"This Advertisement Goes in the EVENING TELEGRAM Because I Know It Will Bring Results."

**New York's Brightest,
 Snappiest and
 Up to the Minute
 Evening Newspaper**

CIRCULATION METHODS

Importance of Constantly Seeking New Readers—How Are You Going to Get Them?—An Advertising Problem—Schemes Are Expensive When Permanent Results Are Considered—Demand of Advertiser.

By THE OPTIMIST.

[The Optimist is a Boston newspaper man who contends that newspaper work, when compared with other lines, offers a better chance for a man to reach the place his ability merits. His opportunities are country wide. In support of this contention he assumes three positions—managing editor, circulation manager and advertising manager. His views on each of these positions are set forth in three articles written for the Editor and Publisher. The first appeared in our issue of May 30. The second will be found below. Any one desiring to get in touch with the author can do so by writing to this office.—Ed.]

"Our circulation isn't going ahead," said the Boss. "Can you do anything to help?"

"Sure," said the Optimist.

"Well, why don't you?"

"You won't let me," answered the Optimist, smiling.

"Talk sense," said the Boss, somewhat curtly. "I can't see any joke in the situation."

"All right," rejoined the Optimist. "I'll talk if you'll let me go on without interruption for ten minutes and I'll let you say at the end whether or not it is sense."

The Boss grunted assent.

"In the first place, a newspaper has the same selling problem as any other article of general merchandise seeking a market. You are the manufacturer. Wagons, trolley cars and trains take the bulk of your product to newsdealers, big and little. Such of them as sell direct to the readers are retailers. Such of them as resell to other newsdealers and to newsboys are wholesalers.

READER AS CONSUMER.

"Look, for a minute, at the 'ultimate consumer.' Mr. Regular Reader goes out on his porch in the morning and picks up your paper where the boy has thrown it, or he goes to his accustomed newsstand and picks it up there (always with a glance at the headline displays of the other papers), or he gets it from the hands of his regular newsboy on car, train or street corner. You can count pretty surely on Mr. Regular Reader. He is the slave of the habit, and the newspaper habit is, fortunately, a strong one.

"You can't build your future on Mr. Regular Reader, however. He is constantly wasting away for one reason and another. A newspaper that means to hold its quantity of circulation—to say nothing of increasing—must always seek new readers.

"That brings us to the important point. What are we doing to get new readers? How are they to be had?"

"The prospective purchaser of a newspaper is identically like the prospective purchaser of any other commodity—swayed by the same influences, antagonized by the same qualities or defects, possessed of the same baffling inertia.

"How are you going to reach him? Your paper is convenient to his hand. By newsdealer or newsboy you have made it easy for him to buy. So have all your rivals. The newsboy calls the name of your paper in his ear. The boy calls the names of the others, too. He hears from some of his friends occasional compliments for your paper. He hears from other of his friends compliments for your rivals.

AS TO USE OF ADS.

"Advertise? What media have you? Your own columns reach only your own readers. Your rivals will not accept advertisements of your paper. Street cars and billboards at best can do little else than shout your name. Limitations of copy prevent anything more than the most sketchy of arguments, and you can't change the copy often enough to be really effective.

"Schemes? Circulation obtained by schemes usually has to be maintained by schemes. And there are few schemes

that don't prove mighty expensive when you consider the genuine permanent circulation obtained from them. Further, the usual scheme cheapens the paper in appearance and in the estimation of the advertiser.

"Headline display? The most dangerous game in the newspaper world. Once you begin to excite the emotional public with startling headlines you must keep the sensation alive with constantly more lurid display. You come quickly to a place where you must stop. Then the reaction sets in. Meanwhile you have offended the intelligence of the readers whom you really want, the readers who spend money with your advertisers.

"Now we've got 75,000 net circulation. You say you want 25,000 more in order to establish a satisfactory advertising rate. You aren't very particular where and how you get the extra 25,000, I understand. The merchant today buys advertising space almost entirely on quantity circulation. He has only a vague idea of the character of the newspaper goods. All the other merchandise that he buys he examines and compares. Advertising space he buys on your claims and his impressions. That being so, keep feeding him figures for the immediate future.

SEEK INFORMATION.

"But the advertiser is beginning to inquire as to what kind of people make up your 75,000 or 100,000 readers. As the years go on he is going to inquire more carefully. As a farsighted business man, building a newspaper property on sound lines, you should anticipate the future.

"What would you like to be able to show the advertiser when he asks the question, 'How much and what kind of circulation have you?' Here's what you'd like to be able to say, 'Mr. Merchant, there are in the field 132,000 families whose incomes range from \$800 to \$3,000 a year. My paper goes regularly to everyone of them. As to the rest of the population, the incomes below \$800 will bring you mighty little profit, and those above \$3,000 are mighty little influenced by advertising!'

"Not only is that what you would like to be able to say, but also it is what the merchant would like to hear. He knows that it will cost him less to cover the field with one paper than with two.

"Nor is the dream so utterly chimerical as it sounds. The Baltimore News goes daily into 61,000 out of 78,000 white and English-speaking homes in its city. I'll venture that the Indianapolis News has as high a percentage. The Kansas City Star long had the reputation of absolutely blanketing its territory. Other papers have undoubtedly done as well.

"The Baltimore News' circulation problem is chiefly a city one. Maryland has no important city, except its capital, and little suburban territory surrounds that. The Indianapolis News, on the other hand, has a very important suburban and country territory. It maintains a system remarkably thorough and efficient. To be accepted as the News' carrier in a town is a mark of genuine distinction, achieved only after careful investigation as to reliability and activity. The appointment carries with it membership in the News association of carriers—an organization administered with the purpose to stimulate pride in membership and with some recreation privileges to appeal to the boys' love of fun.

CONCENTRATED CIRCULATION.

"Concentrated circulation is the kind that is worth while. It cuts the cost of delivery and supervision to a minimum. It entrenches you against competition. It provides an unanswerable argument to the advertiser.

"How are you going to get it? Simply by going after it—systematically, intelligently, relentlessly. Intelligent persistency will sell nearly anything to nearly anybody. As to the exact form, I like the Baltimore News plan—it's pretty much the same as the Indianapolis News plan—best of any I know.

"Baltimore is divided into thirteen circulation districts. Downtown and in

(Continued on page 1097.)

Surpasses All New York Papers in Gains in Advertising During the Month of May

THE NEW YORK HERALD

Published in May 1,012,410 Lines of Paid Advertising, Making a Gain Over May, 1913, of

123,419 Lines

The Evening Post Statistical Bureau is authority for the following figures:

The Herald Gained	123,419 lines
The World Lost	12,675 lines
The Tribune Lost	17,553 lines
The Times Gained	75,852 lines
The Press Lost	14,616 lines

The New York Herald gained nearly three times as much as the combined losses of three of the above papers.

The Herald gained over 47,000 lines more than the Times.

The Herald gained in New Publications over 19,000 lines.

The Herald gained over 4,000 lines in Financial advertising.

The Herald published about the same amount of Want advertisements as last year. The World lost over 54,000 lines in Want advertising.

The Herald gained 5,000 lines in Railroad and Steamship advertising. The World lost over 300 lines.

The Herald gained over 35,000 lines in Dry Goods advertising; a greater gain than was made by any other morning paper.

The Herald gained 3,000 lines in Instruction advertising.

Automobile advertising—The Herald topped all other papers with 54,000 lines, with a gain of nearly 13,000 lines. The next paper which has been claiming the lead in this class of advertising not only carried 5,000 lines less than the Herald but showed a loss of 4,000 lines.

In Hotels and Restaurants the Herald gained 16,000 lines—publishing more than any other paper in New York city.

THE NEW YORK HERALD

For three-quarters of a century the leading advertising medium of America.



SIMMONS, METZ AND HENDERSON DANCING THE SAILOR'S HORNPIPE.

"The wind blows gaily as I roam
And the waves are white with the bub-
bling foam.
The only bubbles permitted me are
Those that float on the deep blue sea."

"With fruit juice I might be content
If they'd watch and wait for it ferment,
But it's hard to train on an old sea
dog
To sing and tango without his grog!"

"Oh, a sailor man with a tin cup bright
Was singing a song so gay and light:
'Oh, the waves run low and the waves
run high,
The lakes are wet, but the ship is dry.'"

Has Independent Carriers.

The Birmingham (Ala.) News recently changed its city carrier distribution system from the salaried boy plan to an independent carrier system. The management states that the result of the change has been highly gratifying. Under the new system, the carrier boys buy the paper directly from the home office and supply their customers direct, billing and collecting for all papers delivered and paying the office a satisfactory rate per 100 copies.

RIVERSIDE, IA.—William J. Kueneman, for the past twelve years editor of the Leader, has sold a half interest in the plant to Glenn L. Laffer.

The Monotype in Canada.

Le Soleil, the French newspaper published in Quebec, six months ago installed seven monotypes for use in their news, ad and job departments. They gave such satisfaction that the Montreal Weekly Standard, published by the owners of the Montreal Star, has followed Le Soleil's example by installing five complete monotypes for the composition of its news and advertisements. The latest convert to monotypes is La Patrie, the French daily of Montreal, which has just put in six machines.

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on the exchange basis for the Albany Hotel, Denver, Colo., Everett Hotel, Washington, D. C., and The Kennard House, Cleveland, Ohio.



McLAIN AND THE SOB SISTERS.



BOOTH'S STUFF ALWAYS ON TAP.

Newspaper Correspondents

Increase your list of papers by registering in the forthcoming edition of the Newspaper Correspondents Directory. A stamp will bring you information which should be of material help to you.

National Association Newspaper Correspondents

Germania Savings Bank Building
PITTSBURGH, PA.

John B. Gallagher & Co.

Feature
Industrial Trade
Editions

Tulane-Newcomb Building
NEW ORLEANS, U. S. A.

ON YOUR VACATION.

Trial Editorials will be sent free before you leave and you can pick out suitable ones for use in your absence. Remember, they cost you nothing.

BRUCE W. ULSH
Prestige Builder Wabash, Indiana

Get More Classified Advertising

and collect
SMALL CLASSIFIED ACCOUNTS
at less cost and more promptly by using
WINTHROP COIN CARDS

We print below a letter from one of our 350 daily newspaper customers, The Chattanooga Times

"In as few words as possible, we beg to say that it would be almost impossible for us to transact our business in our Classified Advertising Department without the use of Winthrop Coin Cards. They make that department satisfactory and profitable."

Write for prices and samples, or send copy now for trial order.

THE WINTHROP PRESS
Coin Card Department.
141 East 25th Street, New York City.

"A MAIL SAVER"

That's what the boys call our Emergency Mats. They are in demand in all well regulated shops. We make 'em any size—20 or 21 inches, with folio, etc. It's a great scheme. They consist of both Fiction and Fashion. Made up in snappy, seasonable style. With a supply of them in hand you need not worry about "Missing the Mails."

Simply say to your stereotype foreman: "Here, Bill, hold for that ad and that story until thirty, then shoot through this

EMERGENCY MAT.

That will give 'em a starter on time and you can use that form for a chaser plate."

You know how it's done. If you don't, write us and we'll tell you.

Special price of \$1.50 per mat.

Order ten mats to be sent at one time and we will make you a price of a dollar a mat.

WORLD COLOR PRINTING CO.
R. S. Grable, Mgr. Est. 1900 St Louis

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

The Proof — RESULTS

The sensation of the recent American Newspaper Publishers' Association Convention in New York was the display by Newspaper Feature Service.

No better circulation-making and circulation-holding features have ever been turned out. The records show.

Let us send you samples of our colored comics, daily magazine pages, and Sunday magazine pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 Park Row New York City

Pony Reports

BY TELEPHONE
Day or Night

All the news up to press time.

For rates and details write to

International News Service
200 WILLIAM ST., NEW YORK CITY

DAILY PORTRAITS

As the war excitement seems to have died out, we are returning to regular service.

The International Syndicate
Baltimore.

MOST CONVENIENT

News matrix service in the market—saves time, patience, money.

Central Press Association, Cleveland

NEWS IS NEWS, AS BOYS ARE BOYS

Sometimes it's rather thin
but **COLORING** is **DISLOYAL**, and **FAKING** is a **SIN**
For an **AUTHENTIC, UNCOLORED, PROMPT NEWS SERVICE**

apply to
THE CENTRAL NEWS OF AMERICA,
26 Beaver Street, New York.

New Jersey's
Leading 7 Day Paper
Trenton Times

More circulation than corresponding period in 1913
 U. S. Report, 23,985 Paid
 and 200,000 more lines of display advertising

Kelly-Smith Co.
 CHICAGO NEW YORK
 Lytton Bldg. 220 Fifth Ave.

LEADER

In the first twelve months of 1914, as in the entire twelve months of 1913, The New York Times led all New York newspapers in volume of general advertising—not counting help, situation or medical advertisements. All that is objectionable refused by The Times.

In the first five months of 1914 The New York Times published a total of 4,094,698 agate lines of advertising, including advertisements for help, situations, etc.; 113,004 agate lines more advertising than in the corresponding five months a year ago—the ONLY gain made by a New York morning newspaper for that period.

The Catholic Tribune
 (English)

Katholischer Westen
 (German)

Luxemburger Gazette
 (German)

40,000 Circulation
Guaranteed

CATHOLIC PRINTING CO.
 Dubuque, Iowa

Buffalo News

EDWARD H. BUTLER
 Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

If your Product or Proposition is Worthy, tell about it in the

NEW YORK TRIBUNE

and be fully assured of Satisfactory Response.

THE NEW ORLEANS ITEM
 As They Told It to Uncle Sam

3D U. S. P. O. STATEMENT

The New Orleans Item.....53,901
 The Daily States.....32,532
 The Times-Democrat.....25,242
 The Picayune.....20,837

That's why The Item every week in the year carried more paid advertising of any and all kinds.

THE JOHN BUDD COMPANY
 Advertising Representatives
 New York Chicago St. Louis

HOW TO MAKE IT PAY.

(Continued from page 1090.)

The best way to maintain a good list of subscriptions is first to get a good list which has been built by honest methods and then keep that list interested. A subscription list is like a new theatrical production. It is easy enough to fill the house the first few nights by proper advertising, but if the show is not interesting the audience dwindles and the show fails. Therefore, don't spend your money building up a list and spoil all your efforts by printing a punk paper.

Salesmanship and advertising can sell any article once, but future success demands that quality bear out the statements of the salesman or the advertising.

Many a newspaper now loses money because it has not quite enough subscribers. I refer now to the small daily papers with circulations from 4,000 to 25,000. Broadly speaking, no 1 cent paper can make any money worth mentioning unless it has at least 5,000 paying subscribers with a net circulation revenue of approximately \$25 a day. This achieved, however, the paper will make about 6 per cent on invested capital and for each 1,000 subscriptions added about 1 per cent will be added to the profits. A paper with 10,000 circulation ought to make 10 per cent, but after the 25,000 mark is reached, the percentage of profit per thousand decreases owing to the inability of the paper to pull results in the wider territory.

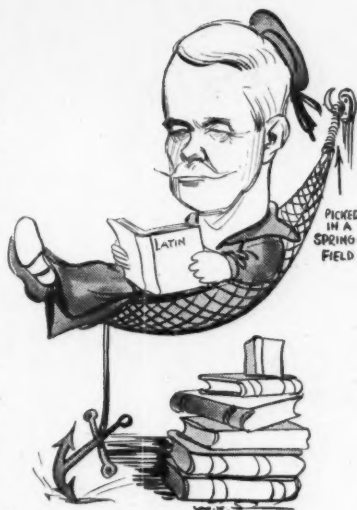
The cost of printing 5,000 papers is but little more than that of printing 1,000 papers, except for the white paper item. Pay-rolls, overhead expense, and editorial cost will not increase, but the advertising revenue will, and the result is very satisfactory to the book balance. Some newspaper men have never figured this out and let their circulation stay just below the winning mark. If your paper is losing money I advise you to investigate this ratio of circulation and determine at what point your list will have to stand in order to bring it up to the profitable mark.

INCONSISTENCY OF PUBLISHERS.

Publishers as a class do not believe in advertising. They sell it, write it, pay their bills with it and then disbelieve their own statements about its selling power. A publisher will give you a splendid talk on why you should advertise lavishly but he seldom spends a nickel for the purpose of advertising his own product.

Many publishers will not print a line of their own advertising in their own columns, much less pay for space in other publications. I have actually heard publishers remark that their advertising space was too valuable to use in running house copy. Beyond a doubt you publishers are the worst advertisers in the world.

The big publishers are waking up and it won't be long before others follow. Curtis has always believed in advertising his publications and has spent millions of dollars in letting the public know their good points and he



JOHNSON'S FAVORITE DIET.

has won big. The New York World is a good advertiser. Hearst also has been a big advertiser as well as a seller of space. Capper has built up a tremendous business mainly by believing in the power of advertising as applied to his own publications.

TOO MANY NEGLECT COLLECTION.

Ordinarily the average newspaper loses a lot of money on so-called bad subscription accounts. The truth is that the money is lost through carelessness and not dishonesty. Poor collection methods are the real cause of the trouble. The average mail list is a gold mine, yet the publishers who will collect by his advertising accounts to less than one-half of 1 per cent will allow 50 per cent of his subscribers to be in arrears. He will bill the list from time to time but he won't follow it up properly with the right kind of letters.

I have known of mail lists on weekly papers where the average amount due from each subscriber was in excess of 50 cents and on a \$4 a year daily paper an average of over \$2 was due from each name. This is criminal negligence and it is always punished by a big money loss and a loss in subscribers, too, because readers dislike to be allowed to run up a big bill and then be dunned for it. The safest way is to keep the list paid up as far as possible. A regular billing and letter schedule should be made up and followed religiously. The man who does not pay up when he ought to do so must be reminded and you should have your collector or your letter there periodically until he does pay.

Most men do not dodge grocery bills or rent bills, and why should they be allowed to put the publisher off for years? The publisher is in error if he allows it and he also stands a big chance of losing the subscriber. I believe that lax collection methods loses more subscribers than the strictly paid in advance plan. Clean up your lists.



SCHMID, PROGRAM CHEF.



"THIS IS THE LIFE," SAYS MILLER.

THE PITTSBURG PRESS

Has the Largest

Daily and Sunday
CIRCULATION IN PITTSBURG

Foreign Advertising Representatives
I. A. KLEIN, Metropolitan Tower, N. Y.
JOHN GLASS, Peoples Gas Bldg., Chicago

THE NEW YORK EVENING MAIL

carries more advertising than any other high-class evening newspaper in its field. It pays to advertise in a paper that enjoys the full confidence of its readers.

Average net paid circulation for month of April, 1914,
161,365

For highest efficiency advertise in
THE EVENING MAIL

There is no Duplication or Substitution in

Pittsburg Leader
Circulation

Ask us about the Pittsburgh Territory and in what way the Leader is the important paper.

VERREE & CONKLIN
 Foreign Representatives
Steger Building, Chicago
Brunswick Bldg., New York

Here you buy neither duplicate nor waste circulation, for Post readers know no other morning paper.

THE PITTSBURGH POST

CONE, LORENZEN & WOODMAN
 Foreign Representatives
 New York, Kansas City, Chicago

Get the Best Always

The Pittsburg Dispatch

Greater Pittsburg's Greatest Newspaper

WALLACE G. BROOKE,
 Brunswick Building, New York
HORACE M. FORD,
 People's Gas Building, Chicago
H. C. ROOK,
 Real Estate Trust Building, Philadelphia

The Peoria Journal

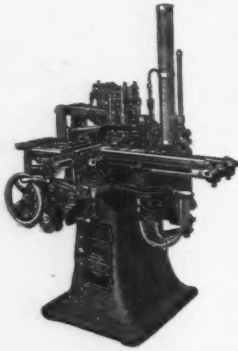
"Guarantees a larger bona fide circulation than any other Peoria newspaper and also guarantees as much city circulation, in Peoria and Pekin, as both other Peoria newspapers combined."

H. M. Pindell, Proprietor
 Chas. H. Eddy, Fifth Ave. Bldg., New York
 Chas. H. Eddy, Old South Bldg., Boston
 Eddy & Virtue, People's Gas Bldg., Chicago

THE MONTREAL STAR

Has Installed a Battery of

FIVE MONOTYPES



The only composing machine on type caster.

for the composition of its advertising pages and for use on its weekly edition, The Standard

The Monotype is speedy on news matter, quick and versatile on all kinds of advertising composition, and as a by-product it gives an abundance of type for the cases, increasing the efficiency of every workman in the composing room.

LANSTON MONOTYPE MACHINE COMPANY PHILADELPHIA

NEW YORK
World Building

BOSTON
Wentworth Building

TORONTO
Lumsden Building

CHICAGO
Rand-McNally Building

47

Cuba, the West Indies and Mexico, A. T. L. NUSSA, Teniente Rey No. 55, Havana

GILLILAN'S ACTIVITIES.

How the Well-Known Humorist and Newspaper Man Will "Rest" This Summer.

Strickland Gillilan is back in Roland Park, Maryland, for a brief stay, looking after property interests. He will oscillate between Indianapolis and everywhere else, keeping up his work for the Indianapolis Star. Recently his column, "Four Ways From the Monument," began appearing under the head of "Jest So" in two other of the big Shaffer papers—the Chicago Evening Post and the Rocky Mountain News.

Mr. Gillilan also contributes regular monthly features in the Woman's World, Railroad Man's Magazine and other periodicals, besides a strong line of advertising-writing contracts. These jobs, with sixty summer lectures and the attendant travel, are almost enough for one newspaper man. In idle moments, when, as he says, "my brain is entirely inactive," he writes verse.

Gillilan says: "Few people realize the horrors of war. On account, partly, of the Mexican situation, Champ Clark has to stay in Washington, and can't fill his twenty-four circuit Chautauqua dates in June, in Tennessee, Alabama and Kentucky. I have to be the houn' dawg. They are all afternoon lectures, under tents. When I stand up there, and the perspiration is using all the pores I have and wishing for more, I'll remember Sherman's immortal words."

A Novel Advertisement.

The Burroughs Adding Machine Co. is issuing every week "Bank News," a simple page of matter relating to banking, set in newspaper style and printed on the back of an ordinary small desk blotter. It is also running a three column ad filled with similar matter and arranged in the same style in the banking publication. The ads are unique and attract wide attention.

NEW AUDIT BUREAU MEMBERS.

On Friday, June 12, the Standard Forms Committee, of which G. H. E. Hawkins, advertising manager of the N. K. Fairbank Co., Chicago, is chairman, held a general hearing on circulation forms for farm, trade and technical publications, at the Union League Club, of that city. Next week, Thursday, the committee will hold a hearing for newspapers and magazines, at the same place, the newspapers at 10 a. m. and the magazines at 2 p. m.

The following publications and advertisers have become members of the Audit Bureau of Circulations since May 20, the date of the organization meeting held in Chicago.

NEWSPAPERS—Columbia (Mo.) Daily Times, Springfield (Ill.) State Journal, Charleston (S. C.) News and Courier, Columbia (S. C.) State, Youngstown (O.) Vindicator, Cadillac (Mich.) News, Knoxville (Tenn.) Sentinel, Harrisburg (Pa.) Star-Independent, Sheboygan (Wis.) Journal, Oakland (Cal.) Tribune, Muskogee (Okla.) Phoenix, Chattanooga (Tenn.) News, Jackson (Mich.) Citizen Press, Columbus (Ga.) Ledger, Pasadena (Cal.) Star, Winona (Minn.) Independent, Fort Wayne (Ind.) Sentinel, Mattoon (Ill.) Journal-Gazette, Centralia (Ill.) Sentinel, Fremont (O.) News, Mason City (Ia.) Times, Wilkes Barre (Pa.) Times-Leader, Columbia (S. C.) Record, Meridian (Miss.) Star, Bakersfield (Cal.) Morning Echo, Eau Claire (Wis.) Leader and Telegram, Beaumont (Tex.) Enterprise, Fremont (O.) Messenger, Logansport (Ind.) Pharoa-Reporter, Burlington (Vt.) Free Press, Natchez (Miss.) News, Richmond (Va.) Palladium, Scranton (Pa.) Times, Houston (Tex.) Telegram, Buffalo (N. Y.) Express, Toronto (Can.) Canadian Courier.

MAGAZINE—Physical Culture, Vogue, Scribner's Magazine, Woman's Home Companion, American Magazine, Farm and Fireside, Christian Herald, World's Work, Country Life in America, Cur-

rent Literature, Leslie's Weekly, all of New York.

FARM PAPERS—Canadian Farm, Toronto, Canada; Farm and Dairy, Peterboro, Ont.; American Fertilizer, Philadelphia, Pa.

TRADE PAPERS—Retail Grocer's Advocate, New York, N. Y.; Candy, Chicago, Ill.; Carriage Monthly, Philadelphia, Pa.; Merchant and Trade Journal, Des Moines, Ia.; Paint and Varnish Record, Chicago, Ill.

ADVERTISERS—The Centaur Co., New York, N. Y.; Montgomery Ward & Co., Chicago, Ill.

NEWSPAPER ADS ESSENTIAL.

Expert Tells Electrical Convention the Press Is Best Medium.

The report of a special investigating committee presented last week to the National Electric Light and Power Convention indicated that even in an industry which is constantly growing and which now involves about three billions in capital, newspaper advertising is considered absolutely essential to prosperity and development.

The report was read by P. H. Kemble, of Cincinnati, O., chairman of the association's Special Committee on Merchandising and Advertising.

"Every central station must advertise in order to grow," Mr. Kemble said. "Yearly or semi-monthly advertising appropriations should be decided upon. Use all newspapers, but concentrate on those giving the best audience. Limit the advertisement to one idea. Spend the time and money to get the copyright, regardless of the cost of getting the argument into the mind of the reader. Advertise continuously."

Newspapers were placed first among all advertising mediums by Mr. Kemble, whose suggestions were based on long investigations in all parts of the country made at the special request of his organization.

Chicago in Summer.

The Chicago Tribune has issued an attractive booklet, entitled "Chicago This Summer," for the purpose of supplying Chicago business men with information and data that will be of assistance to them in laying plans for special events during the month of June. From its pages it appears that thirty-four conventions will be held in the city this month, four more than in July and August of last year. Plenty of arguments are presented showing that the summer is one of the best seasons in the year to advertise.

Journalism Courses in Tokio, Japan.

The Keio and Waseda Universities of Tokio, Japan, have established courses in journalism. In Keio University the department is under the supervision of the ablest newspaper writers of Tokio, who are especially interested in increasing the prestige of journalism.

"THE VICTOR."

By XENO W. PUTMAN.

A toast to the man who dares,
No matter how dead his trade;
Who can win his luck
By his own good pluck,
When the rest of the world is afraid

Another to him who fights
When trade is a whirlwind lure;
And who jumps right in
With a will to win,
Though rivals are plenty and sure.

So here's to the man who dares,
Though fortune blow low, blow high;
And who always knows
That the conquest goes
To the man who is ready to try.

—The Torch.

FREE FILM PUBLICITY.

Publishers Warned Not to Allow Themselves to Be "Worked" by the Manufacturers as They Were by the Automobile Makers—Advertising Should Be Paid For—Cappeller's Views on the Subject.

From an advertising viewpoint one of the important questions of the moment is "What policy should publishers adopt in developing proper publicity among film manufacturers?" The newspapers, it will be remembered, were worked to death for free publicity by the automobile manufacturers until they tumbled to the fact that they were rendering a valuable service for which they should be well paid. The film manufacturers are now trying to do the same thing. Whether or not they succeed depends upon the attitude taken by the publishers.

Many of the daily newspapers have received offers of film stories at a nominal cost, the object, of course, being to secure such favorable publicity as will lead the local theaters to run them.

E. B. Cappeller, general manager of the Mansfield (O.) News, in commenting on one of these propositions, writes:

DECRYING FREE SPACE GRAFT.

"Convention after convention of newspaper publishers has decried the free space graft. There is a very strong feeling against, for instance, automobile manufacturers, who have, year after year, been able to boost their game without proper advertising appropriations from which publishers have benefited, through free news notices they have been able to secure from the newspapers. We have resolved, as publishers, time and again, that the real estate promoter, notwithstanding that he glitteringly displays before the editor and advertising manager the great benefits which will come to the community through his project, must pay advertising rates for the advancement of his cause. We have decided that stocks and bonds can be presented to the reading public by any concern only through the paid columns of the paper. We have regarded ourselves, as publishers, as easy marks and have thought that the time has long since been reached when the service we can render must be paid for.

"A new industry in its attempt to reach the American public must be handled wisely by the publishers. The moving picture film manufacturers are anxious to popularize their industry, and they very shrewdly know that there is only one big medium of publicity—the daily newspaper. And they probably think that there is one set of easy marks in the country which will help them do it.

BOOSTING FILMS WITHOUT PAY.

"It seems to us that such leaders in the newspaper world as the Chicago Tribune should stand solidly on the platform so earnestly adopted—that newspapers have a right to expect fair pay for publicity matter. But there may be some "nigger in the woodpile." It is a matter of rumor rather credibly believed that some of the big newspaper interests in this country are being very well paid indeed by the film manufacturers for the promotion of publicity in their cause. And that these big newspaper interests are taking advantage of their position and prestige to the disadvantage of their lesser associates in newspaper work. Now, of course, we do not mean to say that the Chicago Tribune, for instance, is acting in the capacity of a paid press agent for the Thanhouser Corporation, but no more effective effort in the interests of the corporation could be imagined than what the Chicago Tribune is trying to do.

"We understand, too, that for many months the moving picture film manufacturers have had under consideration paid publicity through the medium of daily newspapers. The newspapers have already treated this industry with a great deal of consideration. The local picture houses know this well and there is no doubt about it that such a policy

will be maintained. But the film manufacturers owe it to the local picture houses, to the newspapers, and to themselves to take advantage of the publicity value of newspapers in advertising campaigns. Do you think that appropriations will be made for the benefit, not only of the Chicago Tribune and such newspapers, by the film fraternity at large as long as they can secure their ends without adequate advertising appropriations?

"In two weeks we have had three such propositions as that submitted to us. In each case the film corporation interested is certain that a local picture house would exhibit the films provided the newspaper closes the deal. We have no doubt of it. The local picture houses certainly realize the value of newspaper publicity but the acceptance of any one of the three propositions would be regarded by two of the houses as a discrimination against them."

CIRCULATION METHODS

(Continued from page 1093.)

the thickly settled parts of the city the districts are about a mile square. Nobody need walk more than half a mile to get to the center of a district. In the thinly settled sections the districts naturally are larger.

"In as central a location as possible in each district a small store or shelter is permanently rented. Here are the headquarters of the district circulation man, and here the boys assemble before the papers arrive. The district man knows them all. He knows their regular customers and has duplicates of their route lists. If a route boy fails to show up he can send out a substitute. If a boy gives up a route it is turned over to another boy whose street work and dependability have earned him the opportunity. A healthy interest is stimulated by various prizes. Complaints from subscribers get attention at once, because the district manager knows what boy is responsible for delivery.

HOW IT WORKS OUT.

"When a regular brings in a new boy to sell he is paid a small sum, provided the boy sticks for two weeks. The new boy is given ten papers a day free for the first week and is encouraged by practical first-hand advice in that trying period. Cases of non-payment by subscribers are reported to the district manager and he helps in the collection, if necessary.

"Those are some of the things that are done to keep the boys up to their work; but that is only one side of the district manager's job. He makes a house to house census of his territory, finding out what newspapers are regularly taken by each family. This in-

formation is entered on cards, which become a complete record of the newspaper habits of this community—white cards for the families that take the News, blue cards for the families that do not. After the census work is complete, the canvassing begins. The mornings are spent in calls on the families who have blue cards. The merits of the News are emphasized and a trial urged. Twice a year the census is corrected and changes noted. The remainder of the year is given to canvassing.

"Each week the district managers are assembled in the main office. Problems are discussed, suggestions made, and an inspirational talk given by the business

manager. Managers whose districts show any weakness or decline are given the appropriate treatment.

"This plan is systematic. It knows what it is aiming at—the present non-subscriber. It identifies him, locates him, and then goes after him with every resource which experience and practical salesmanship can suggest.

"The result is concentrated circulation. It provides an argument to the advertiser that is unanswerable. If he will go or send to one of your district stations you can show him instantly by the predominance of white cards the superiority of your circulation. He cannot successfully attack your record."

High Class Tenants

Are You One of Them?

HOME OF American Newspaper Publishers' Association and A. N. P. A. Bureau of Advertising; United Press Association; Newspaper Enterprise Association; Scripps McRae League; N. Y. Photo-Engravers' Union No. 1; H. L. Roberts Stitching Machines; Typographical Union No. 6; Duplex Printing Press Co.; Universal Syndicate; Mail-O'm-Eter Co.; United Sunday Magazine; Newspaper and Mail Deliverers' Union No. 9463; Stereotypers' Union No. 1; Central Union Label Council; International Typesetting Machine Co.; Lanston Monotype Machine Co.; Brooklyn Daily Eagle; Croatian Printing and Pub. Co.; Narodni List; Multicolor Sales Co.; The Editor and Publisher and Journalist; National Auto Press Co.; H. C. Cushing, Jr., publisher of The Central Station; H. W. Fairfax, Advertising; Philadelphia Press; Baltimore American; Boston Globe; Pittsburgh Dispatch; Baltimore Star; Schulte & Co., Cigars; L. J. Hibbard, Engineering and Railway Supplies; Julius Kessler & Co., Distillers; Burlington, Vermont, Venetian Blinds Co.; Larkin J. Mead; A. F. Thacher, Lynn Incandescent Lamp Co.; E. R. Knowles, C. E. E. E.; W. J. Baldwin, M. E.; John E. Nitchie, Architect; Thomas J. Nugent, Public Accountant.

Associated Publishers' Syndicate; Philadelphia Record; S. S. Schroff, representing Louisville Times, St. Louis, Times, Baltimore News, Toledo Blade, Minneapolis Journal, New Orleans States, Montreal Star, Montreal Standard, Toronto Telegram; M. J. Pike, representing the New Orleans Times-Democrat, Houston Post and St. Paul Dispatch; John F. Pitz, Inc.; O'Brien Civil Service School; Union Label Products Trading Ass'n, Inc.; Interboro Institute; Miller Saw-Trimmer Co.; London Daily Chronicle.

PULITZER BUILDING OFFICE CLUB

Membership limited to out-of-town business firms, representatives of newspapers, hotels, Summer and Winter resorts, railroad and steamship lines, City and State Associations, patriotic and other societies desiring a New York address.

Dues \$15.00 per month, with private desk. Stenographer in attendance; charges reasonable. Local telephone calls free.

Members.

Reed Mfg. Co., Dunstan Lithograph Co., Matt Parrott Sons & Co., S. J. Richardson, Richmond Screw Anchor Co., T. M. Stromeyer.

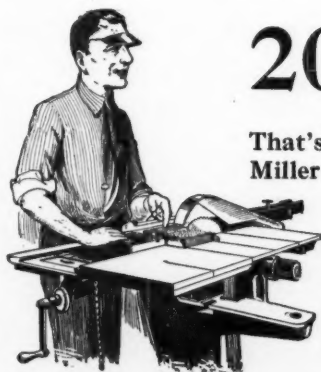
Send for Booklet. Large, light, high ceiling, well-ventilated offices to rent to high-class tenants only.

Pulitzer Building Assembly Hall, seating 350, to rent day or night. Pulitzer Building Assembly Room, seating 75, to rent day or night. We give our tenants as reference, for they know.

PULITZER (WORLD) BUILDING

53-63 PARK ROW

E. A. PRATT, Supt. Telephone 4000 Beekman



20 Slugs a Second, or Slugs a Minute?

That's the difference in output between a Miller Saw-Trimmer and a lead cutter

A Miller Saw in the Ad Room is a 60 to 1 shot in closing forms, catching mail trains, and saving dollars.



Miller Saw-Trimmer Company

Point Building, Pittsburgh, Pa.

TIPS FOR THE AD MANAGER.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia, Pa., are placing orders with papers that have accepted the contract of R. J. Reynolds Tobacco Company, "Prince Albert Tobacco," Winston-Salem, N. C.

Albert Frank & Company, 26 Beaver street, New York City, are issuing three line every day for two months orders to a selected list of papers for the Essick Hotel, Essick Heights, Pa.

Wrigley Advertising Agency, 35 South Dearborn street, Chicago, Ill., is running thirteen inch advertisements one time with papers in the vicinity of Chicago for the Chicago Tribune.

Phillip Goodman Company, 1261 Broadway, New York City, is asking for rates in Pittsburgh papers on 120 line one time a week for six months.

Bayer-Stroud Corporation, 200 Fifth avenue, New York City, is extending the advertising to five selected papers in Southern cities for the Brown-Durrell Company, "Gordon Round Ticket Hosiery," 71 West 19th street, New York City.

D'Arcy Advertising Company, International Life Building, St. Louis, Mo., is making 3,000 line one year contracts with Middle West papers for the Western Brewing Company.

Walter Baker, Boston, Mass., is sending out renewals.

Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is placing three and one-half inch five time contracts with a few papers for the Miller Brewing Company.

Lee-Jones, Inc., Republic Building, Chicago, Ill., is sending out 144 line one time orders to Sunday papers for Helen Clare, Chicago, Ill.

Will H. Dilg Advertising Agency, Hearst Building, Chicago, Ill., is forwarding sixty-eight line five time orders to a selected list of papers for Waukazoo Inn, Holland, Mich.

Earnshaw-Lent Company, 80 Maiden Lane, New York City, is sending out orders for the Lyon Manufacturing Company, "Magnolia Balm," Brooklyn, New York.

Charles H. Touzalin Agency, Kesner Building, Chicago, Ill., is issuing thirty lines twenty-nine times to a few papers for the Plaza Hotel, Chicago, Ill.

Parks & Weiss, 56 West 45th street, New York City, are forwarding orders to cities where salesmen will call for the Scourene Manufacturing Company, "Scourene," 539 West 39th street, New York City.

The New York City Car Advertising Company (Jesse Wineburgh), 225 Fifth avenue, New York City, is placing the advertising of Kaffee-Hag Corporation, "Kaffee-Hag," 225 Fifth avenue, New York City, with newspapers on an exchange basis for street car space, and not through M. Wineburgh as reported in Bulletin of May 23, 1914.

New Orleans States
 Sworn Net Paid Circulation for 6 Months Ending April 1, 1914
28,427 DAILY
 Per P. O. Statement
 Carrier circulation averages over 10,000 per issue. We guarantee the largest carrier and the largest white home circulation in New Orleans. It is less expensive and easier to create a new market in a limited territory by using concentrated circulation. The States fills that position in New Orleans.
The S. C. BECKWITH SPECIAL AGENCY
 Sole Foreign Representatives
 New York Chicago St. Louis

The Merrill Advertising Agency, Inc., 1161-1175 Broadway, New York City, is placing the advertising on the exchange basis, payable in board and room accommodations for the Murray Hill Hotel, Thousand Islands, N. Y., and payable in room accommodations at the Ansley Hotel, Atlanta, Ga.

The Beers Advertising Agency, Havana and New York, is sending out a thirteen time order of a three inch two column ad for Illinois Sporting Goods Co., for various Cuban papers, city and country, to start at once.

The Crystal Spring Water Company, Tenth avenue and 36th street, New York City, is contemplating advertising in Connecticut papers. An agent will be selected later.

Dudley Walker & Company, Peoples Gas Building, Chicago, Ill., are forwarding orders to large city papers for the Chicago-Milwaukee-Buffalo Line, (Cross by Transportation Company) 285 Main street, Buffalo, N. Y.

Herbert M. Morris Advertising Agency, 400 Chestnut street, Philadelphia, Pa., is handing the advertising account for F. E. Munich, "Munich Hosiery," Philadelphia, Pa.

George Batten Company, Fourth Avenue Building, New York City, is sending out twelve inch twelve times orders to Colorado papers for the Wolverine Lubricants Company, "Wolf's Head Oil," 78 Broad street, New York City.

The Brackett-Parker Company, 77 Franklin street, Boston, Mass., will place in the future all contracts for the Boston Varnish Company, "Kyanize Varnish," Everett Station, Boston, Massachusetts.

Ewing & Miles, Fuller Building, New York City, are handling some of the newspaper advertising for Selma's Russian Toilet Preparation Company, "Selma Sotherland Hair Parlors," 45 West 34th street, New York City.

Trades Advertising Agency, 1182 Broadway, New York City, is issuing orders to a selected list of papers that have photo sections for the DeMeridor Company, Newburgh, N. Y.

NEW AD INCORPORATIONS.

NEW YORK, N. Y.—G. A. MacDonald, advertising; capital stock, \$10,000; G. A. MacDonald, A. R. Morgan, E. C. Huber, incorporators.

NEW YORK, N. Y.—Burdick-Simpson Co., publishing and advertising; capital, \$100,000; incorporated by W. N. Hunter and others.

ALBANY, N. Y.—Louis Taterka Publishing Company; advertising; capital stock, \$5,000; incorporators, Henry Herz and others.

NEW YORK, N. Y.—Porkas Company, advertising; capital, \$10,000; incorporators, M. P. Rice, S. R. Ketcham and M. A. Porkas.

Urges National Good Roads Day.

Bruce W. Ulsh, head of a syndicate of newspaper editorials and specialties at Wabash, Ind., delivered an address recently before the National Old Trails Road Convention at Indianapolis, starting a movement for a National Good Roads Day to be declared by President Wilson and to be observed by the nation at large in work upon the highways everywhere in the country. As a result of Mr. Ulsh's talk, the Old Trails Association adopted a resolution calling upon the President to name such a day. Mr. Ulsh's plan has the endorsement of several Governors, good roads advocates and others, together with the backing of a number of leading newspapers.

Le Temps, Ottawa, Can., has purchased three buildings, which will be remodeled to house its newspaper office.

ROLL OF HONOR

Publications examined by the Association of American Advertisers, of which a COMPLETE EXAMINATION of the various records of circulation was made and the ACTUAL CIRCULATION ascertained, with later figures in some instances furnished by the publisher.

ARIZONA. GAZETTE—Av. Gross Cir. Mar., 1914, 7001, Phoenix.	NEW JERSEY. PRESSAsbury Park JOURNALElizabeth COURIER-NEWSPlainfield
CALIFORNIA. THE NEWS.....Santa Barbara BULLETINSan Francisco	NEW YORK. BUFFALO EVENING NEWS, Buffalo BOLLETTINO DELLA SERA, New York EVENING MAIL.....New York
GEORGIA. ATLANTA JOURNAL (Cir. 57,531) Atlanta CHRONICLEAugusta LEDGERColumbus	OHIO. PLAIN DEALER.....Cleveland Circulation for May, 1914. Daily125,439 Sunday155,257 VINDICATORYoungstown
ILLINOIS. POLISH DAILY ZGODA.....Chicago SKANDINAVENChicago HERALDJoliet HERALD-TRANSCRIPTPeoria JOURNALPeoria STAR (Circulation 21,589)Peoria	PENNSYLVANIA. TIMESChester DAILY DEMOCRAT.....Johnstown DISPATCHPittsburgh PRESSPittsburgh GERMAN GAZETTE.....Philadelphia TIMES-LEADERWilkes-Barre GAZETTEYork
INDIANA. THE AVE MARIA.....Notre Dame	SOUTH CAROLINA. DAILY MAIL.....Anderson THE STATE.....Columbia (Sworn Cir. Mch, 1914. D. 22,850; S. 23,444)
IOWA. REGISTER & LEADER...Des Moines THE TIMES-JOURNAL.....Dubuque	TENNESSEE. NEWS-SCIMITARMemphis BANNERNashville
KANSAS. CAPITALTopeka	TEXAS. STAR-TELEGRAMFort Worth Sworn circulation over 30,000 daily. Only daily in Fort Worth that permitted 1912 examination by Association of American Advertisers.
KENTUCKY. COURIER-JOURNALLouisville TIMESLouisville	WASHINGTON. POST-INTELLIGENCERSeattle
LOUISIANA. DAILY STATES.....New Orleans ITEMNew Orleans TIMES-DEMOCRAT ...New Orleans	CANADA. BRITISH COLUMBIA. WORLDVancouver ONTARIO. FREE PRESS.....London QUEBEC. LA PATRIE.....Montreal LA PRESSE.....Montreal Ave. Cir. for 1913, 127,722
MARYLAND. THE SUNBaltimore has a combined net paid circulation of 127,000 copies daily, 80,000 of which are served in Baltimore homes.	MISSOURI. POST-DISPATCHSt. Louis
MICHIGAN. PATRIOT (No Monday Issue).Jackson Average 1st qu. 1914: Daily 10,063; Sunday 12,354. Member "American Newspaper Pub. Ass'n." "Gilt Edge Newspapers," and Am. Audit Ass'n.	MONTANA. MINERButte
MINNESOTA. TRIBUNE, Mon. & Eve....Minneapolis	NEBRASKA. FREIE PRESSE (Cir. 128,384) .Lincoln

London Times Circulation 140,000.

The London Times published Saturday a chartered accountant's certificate, showing that the average net sales of the newspaper during April exceeded 140,000 copies daily, after deducting all

unsold copies. The Times says: "Not since the abolition of the Stamp Act has the net sale of any British daily newspaper, sold at a greater price than a half penny, been revealed to the public."

AD. FIELD PERSONALS.

Harry Robbins, chairman of the Vigilance Committee of the Associated Advertising Clubs of America, and H. C. Brown, advertising manager of the Victor Talking Machine Company, were speakers at the annual convention in New York, this week, of the National Association of Piano Manufacturers. Gov. Glynn was another speaker.

W. F. Long, publishers' representative, 25 West 42nd St., New York, has been appointed Eastern United States representative of the Toronto World, daily and Sunday. Mr. Long is specially qualified to look after the interests of this Canadian newspaper, as he was several years ago associated with the Toronto Globe and later with the Toronto World, prior to coming to New York.

James D. Fulton, who has been appointed Western advertising representative of the Chicago Record-Herald in



J. D. FULTON.

the foreign field, has a host of friends in the advertising business throughout the country. His promotion on the Record-Herald has been rapid and under the new regime, with most favorable conditions existing, it is expected that the volume of foreign business will be largely increased. His headquarters are in Room 213, Record-Herald Building, Chicago.

Nathaniel S. Olds, who recently resigned as secretary to Boro. President Marcus M. Marks, has taken a position in the advertising department of Julius Kayser & Co., Rochester. He was formerly connected with Rochester newspapers, and later with the Stein-Bloch Company.

F. W. Prother, formerly of the H. W. Weisbought Engraving Co., of Cincinnati, has taken charge of the Maxwell Motor Company publicity, succeeding Charles J. Baker, who joins the Detroit office of the Dunlap-Ward Advertising Company.

Frank L. Valiant has resigned as advertising manager of the Miami Cycle & Manufacturing Co., Middletown, O.

C. F. Higham, the well-known English advertising specialist, sailed for New York on June 13 on his way to Toronto to attend the great ad club convention.

Business Good With Keator.

A. R. Keator, the well known publishers representative of Chicago, spent several days in New York this past week and while talking about bad business conditions in the West, especially in Chicago, took pleasure in displaying two contracts, one for 25,000 lines and the other for 75,000 lines, which he had just closed for the Washington (D. C.) Herald.

SEESTED GOES IT ALONE.

Special Agent Quits Kansas City Star to Embark in Business for Himself.

Charles Seested, who has represented the Kansas City Star in the advertising field for twenty-eight years, and the most of that period, in the Eastern territory, has severed his connection with the Star to embark in business for himself in New York City, which has been



CHARLES SEESTED.

his headquarters for a long time. He leaves the Star, of which his brother, August, is business manager, with the best wishes of Col. William R. Nelson, the owner, and with the highest regard for the paper and its management.

Mr. Seested has opened an office at 41 Park Row, where he will act as a special newspaper representative. He has already secured the representation of the Detroit Free Press and will add several other desirable papers as arrangements are completed.

Mr. Seested is probably as well known in the Eastern field as any of the special agents. He has a wide circle of friends who wish him all kinds of good luck in his new enterprise.

NOTES OF THE ADFIELD.

The Monmouth Advertising Agency is a new firm at Long Branch, N. J. H. P. Bennet is at the head of the new concern, which will make a specialty of resort advertising. A general advertising business will also be conducted.

Albert G. Newbell, former advertising manager for Harris-Emery Company, Des Moines, Ia., has opened offices at 412 Fleming Building of that city, where he will conduct an independent advertising agency.

Clyde L. Bentley and Harvey A. Graf, of North Tonawanda, N. Y., have filed a certificate to do business under the name Bentley Advertising Company.

The Houston (Tex.) Telegram has appointed Knill-Chamberlain, Inc., Chicago, and Putnam & Randall, New York foreign representatives of that newspaper. Ralph H. Spence is the manager and secretary of the publishing company.

An Orange-Judd Appointment.

Perley E. Ward, who has been active in the subscription department of the Orange-Judd Company for a number of years, has been appointed subscription manager of that concern's five weeklies—The New England Homestead, of Springfield, Mass.; The American Agriculturist, of New York; Southern Farming, at Atlanta, Ga.; the Orange-Judd Farmer, of Chicago, and the Northwest Farmstead of Indianapolis, Ind., which have a combined circulation of 500,000.

The Yonkers (N. Y.) Daily News has moved its plant to the Gazette Building.

Directory of Advertisers Aids.

Publishers' Representatives

ALLEN & WARD
Brunswick Bldg., New York
Advertising Bldg., Chicago

ANDERSON, C. J., SPECIAL AGENCY
Marquette Bldg., Chicago, Ill.
Tel. Cent. 1112

JOHN M. BRANHAM CO.
Brunswick Bldg., N. Y.; Mallers Bldg., Chic.; Chemical Bldg., St. Louis.

BROOKE, WALLACE G. & SON,
225 Fifth Ave., New York City.
Tel. 4955 Madison Sq.

BUDD, THE JOHN, COMPANY
Brunswick Bldg., N. Y.; Tribune Bldg., Chic.; Chemical Bldg., St. Louis.

CARPENTER-SCHEERER-SULLIVAN SP. AGENCY
Fifth Ave. Bldg., New York.
People's Gas Bldg., Chicago.

CONE, LORENZEN & WOODMAN
Brunswick Bldg., N. Y.; Advtg. Bldg. Chic.; Gumbel Bldg., Kansas City.

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

HENKEL, F. W.
People's Gas Bldg., Chicago
Metropolitan Bldg., New York

KEATOR, A. R.
601 Hartford Bldg., Chicago, Ill.
Tel. Randolph 6065.

NORTHROP, FRANK R.
225 Fifth Ave., New York
Tel. Madison Sq. 2042.

O'FLAHERTY'S N. Y. SUBURB. LIST
150 Nassau Street, New York
Tel. Beekman 3636

PAYNE, G. LOGAN, CO.
747-8 Marquette Bldg., Chicago; 200 Fifth Ave., New York; 40 Bromfield St., Boston.

VERREE & CONKLIN, Inc.
225 Fifth Avenue, New York
Tel. Madison Sq. 962

NEW PUBLICATIONS.

HICKMAN, KY.—A stock company with a capitalization of \$20,000 is being organized by prominent Democrats to start a new paper. A first-class plant will be put in and it is probable that an evening paper will be started. The new paper is to be thoroughly Democratic in politics and is expected to start by July 1.

DODGE, TEX.—The Saturday Morning Echo is a new weekly, edited and published by W. H. Wilson.

ASHTABULA, O.—About July 1 another newspaper will be started here. It will be published by the General Catalog Company, of which J. J. Parshall of the Geneva Printing Company, one of the largest stockholders, is manager. The company will install a sixteen page newspaper press and other modern machinery, it is reported. The paper will be Republican in politics. J. J. Mundy, for the past three years managing editor of the Beacon, will fill a similar position on the new paper.

TEXARKANA, ARK.—The Dinner Horn is the name of the new daily newspaper published by F. H. Fields, as editor.

BAR HARBOR, ME.—W. H. Sherman is to start a weekly newspaper. He recently purchased a newspaper press and expects to publish the first issue of his paper within a month or six weeks.

ATLANTA, GA.—The Empire State, a new Georgia weekly, edited and published by Jesse Mercer, has made its appearance. Its policy is in favor of prohibition.

Advertising Agents

AMERICAN SPORTS PUB. CO.
21 Warren St., New York
Tel. Barclay 7095

ARMSTRONG, COLLIN ADV. CO.
115 Broadway, New York
Tel. 4280 Rector

BRICKA, GEORGE W., Adv. Agent.
114-116 East 28th St., New York
Tel. 9101-9102 Mad. Sq.

FRANK, ALBERT & CO.
26-28 Beaver St., New York
Tel. Broad 3831

HOWLAND, H. S. ADV. AGCY., Inc.
20 Broad St., New York
Tel. Rector 2573

GJENTHER-BRADFORD & CO., Chicago, Ill.

THE BEERS ADV. AGENCY
Lat. Am. Off., 37 Cuba St., Havana, Cuba
N. Y. Office, 1111 Flatiron Bldg.

THE EXPORT ADV. AGENCY
Specialists on Expo. Advertising
Chicago, Ill.

PARKDALE, CAN.—The Sun appears this week under the editorial direction of T. M. Humble. It is a weekly and sells at 1 cent.

NEW INCORPORATIONS.

DOVER, DEL.—Articles of incorporation were filed with the State Department for the Democratic Publishing Company of Greensburg, Pa., to print, publish and circulate newspapers; incorporators, W. I. N. Loftand, W. F. P. Loftand and William Boyd.

SAVANNAH, GA.—The Progress Publishing Company has been incorporated with a capital stock of \$5,000; Charles Fleming and others, stockholders.

JERSEY CITY, N. J.—The Herald Company; capital, \$50,000; incorporators: J. A. Hiners, J. P. McCormack and J. H. Kraus.

The International News Service has taken new quarters in the Rhinelander Building, 238 William street, where it occupies the entire sixth floor containing 10,000 square feet of space. This move was made necessary by the growth of the bureau's business.

CHANGES IN INTEREST.

OTTAWA, ILL.—Ernest H. Porter, for many years publisher of the Clinton Public, has purchased an interest in the Fair Dealer.

MADILL, OKLA.—The Times has changed hands, W. G. Draper, its founder, selling to Ben Dell.

In 5 Days

A certain manufacturer, making a high priced article, had repeatedly attempted to break into the Chicago market. In every attempt he was balked by the competition of *inferior* articles, *lower priced*. Unable to secure a single Chicago dealer, he was ready to give up.

He finally got in touch with The Chicago Tribune's Advertising Promotion Department and *in 5 days*, working in conjunction with that department, and with only one salesman on the job, he had secured *six* of the best dealers in Chicago and had sold over *two thousand dollars' worth of goods*.

THE CHICAGO TRIBUNE will be glad to show *you* how your goods may be introduced in Chicago, at reasonable expense and without loss of time, provided you have a product of merit.

In daily city circulation and in volume of advertising printed THE TRIBUNE nearly equals all other Chicago morning papers COMBINED.

The Chicago Tribune.

The World's Greatest Newspaper

(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

